

# HOW TO SHOP THE SHOWS

## IN CHICAGO THIS WEEK

### ● What To Look For At The Markets

Use this as a "form chart" on the Markets. Here are advance tips on what products are new, which prices are likely to go up and which ones may go down, where to look for the dumps, and the merchandising trends to watch for. We've talked to manufacturers, key retailers and veteran Market-goers to put together this guide. For your convenience, we have separate stories on consumer electronics and major appliances. As a feature of the electronics story, you'll find an exclusive price chart on stereo. It was compiled by EM Week editors in nine key markets and shows which prices are "hot." The electronics shoppers guide begins on **page 2**, major appliances on **page 3**.

### ● Exclusive: Our Own Map Of The Mart

Use this to save time and energy in finding your way around the Merchandise Mart's product-packed 11th floor. Right alongside the big, easy-to-follow map you'll find an alphabetical listing of every appliance-TV exhibitor in the mart. Use the map itself to plan your first trip around the floor and use the lists and the map to organize your call-backs. The secret of survival at the mart is to conserve your energy. And this map was designed with just that secret in mind. Use it and you'll find you have more time for business. Also on this page we've listed all of the exhibitors at the Furniture Mart and some of the companies showing in Chicago hotels. You'll find it all on **pages 12-13**.

### ● How To Survive In Chicago

Use this to relax and enjoy your stay in Chicago. In this article you'll find advice on how to make your trip both profitable and pleasant. You'll find tips on restaurants, transportation and amusements. And you'll discover how veteran Market-goers shop the Markets and still enjoy it. The story begins on **page 12**.

# Where To Find The Deals

**LOOK FOR DUMPS IN TELEVISION AND STEREO.** The situation in TV figures to be cleaner than in stereo where manufacturers began unloading last fall as the Staggering 60s caught up with the industry. Heavy dumping in stereo will probably continue through April and manufacturers hope the situation will be cleared up by June. Dumps here will be concentrated in high-end merchandise. Watch for a price break in reverberation, too. Current television inventories are console heavy and that's where you'll find most of the dumping.

**THE PRICE SQUEEZE ON RADIOS** will continue, get more intensive. Stirred by Admiral's success with a \$9.95 table model and increasing Japanese competition, U. S. manufacturers will be adding more promotionally priced models. AM clock radios will feel the squeeze, too, as some manufacturers will try to hit \$19.95 with full-feature models. And there's no end in sight in the transistor radio price war. American manufacturers got closer than ever to Japanese competition last year and you can count on a continuation of soft prices in this area. If American

**Four new Sylvania TV sets** will be on display. All will have bonded-shield picture tubes; three have reflection-free screens.

Both 19-inch table models feature slim cabinets—only 8¼ inches deep—and metal cabinets. Model 19T10 comes in with an open list; 19T11 has a suggested list of \$189.95. The 23-inch consoles (23C40, 23C43) come in at \$259.95 and \$279.95. **Space 1149.**

**At Philco's space,** check drop-ins across the entire consumer electronics line.

**In television,** Philco was showing a new 17-inch portable (3049) at \$149.95, five new 19-inch custom compacts from \$189 to \$259 and five basic models of 23-inches.

**New Philco radios:** four-tube table model (849) at \$17.95; (850, also a four-tube plus rectifier model, comes in with an open list); a clock radio (777) at \$19.95; a full function clock unit (778) at \$24.95; three new transistor models (T77 at \$34.95, T717 with 2¼-inch speaker at \$39.95, T74 at \$39.95). **Space 1100.**

**Extensive additions have been set by Olympic:** Six new television models, two stereo hi-fi units and four new radios. Three of the new TV sets are 19-inches—a portable (9TX11) with an open list; a table model (TA900M,B,W) from \$179.95

to \$194.95; and a three-way combination (KA960M,B,W), \$249.95 to \$279.95.

In 23-inch goods, Olympic is offering a table model (TA330M,B) in two finishes at \$199.95 and \$209.95, a console (CA335M,B,W), \$249.95 to \$264.95 and a stereo center (KA361M,B,W) from \$389.95 to \$419.95.

**Olympic will hit a hot price** with its new AM-FM table radio (FM-15), at \$29.95. Three other radios—an AM table model (553), a five-tube clock model (559) and a six-transistor pocket portable (779) have open lists. **Congress Hotel Clubhouse.**

**New promotional radios by Westinghouse** are set for showing as well as a low-end stereo portable and a new monophonic portable in two colors (models 72MP1&2) with a suggested list of \$24.95.

**Neither Westinghouse nor Admiral** will be offering any TV or stereo console drop-ins.

The new Westinghouse radios: a four-tube clock set (766L4) at \$19.95, a five-tube clock radio (784L5), and a six-transistor set (790-1P6 series) for \$24.95.

That new portable stereo phono (77ACS) comes in with three speakers (two are satellites) and a suggested list of \$77.95. **Space 11-122.**

prices get too close, the Japanese are sure to retaliate with some price chopping of their own.

**BIGGER ACTION IN FM RADIO** will be in evidence at the Markets. Lines from U. S. manufacturers will get longer and the Japanese will be after a share of the FM boom with more tube and transistor models of their own. Prices on the high-end AM-FM transistor portables will begin to come down, eventually may be cut to a \$49.95-\$59.95 level. Sales of FM radios this year may go as high as 1.4 million units.

**KEEP YOUR EYES OPEN** for hotel showings by importers (the Congress is one such gathering spot), or for displays in their Chicago showrooms. Grundig-Majestic, for example, has a complete lineup at its North La Salle Street headquarters. And you might want to look in at the Independent Housewares Show, which opens on a Sunday (Jan. 15) at the Hotel Morrison, a day ahead of the NHMA Show. You'll find over 800 exhibitors spread over 11 floors. And this is another spot to look for some of the bigger importers—especially the Japanese.

**Motorola is extending its 1961 TV line.** Four new models—two 19-inches and two 23-inches—bring the line to 27 consoles and consolettes, seven table models and four portables.

**The new sets:** A19T8, 19-inch table model with wireless remote tuning in four colors, \$249.95-\$269.95; 19P10, 19-inch portable at \$199.95; 23T4, a 23-inch table model at \$199.95; and 23T5, also a table model, at \$219.95. When supplies of the 19P3 portable are exhausted, Motorola will drop this model. **Space 1170.**

**Sony will drop in three radios.** For the first time, the company will offer a six-transistor model (TR 609) incorporating penlight batteries. List: \$39.95. And look for a vest-pocket transistor clock radio (TRW 621) with a windup watch listing at \$59.95. There'll also be a six-transistor executive desk calendar radio (TR 624) in simulated mahogany at \$39.95.

The eight-inch fully transistorized portable TV will be on display again. The set might be introduced in the spring or early summer, according to Anthony Dillon, Sony sales manager. **Suite 608, Morrison Hotel.**

**If you're in Chicago over the weekend** of Jan. 14-15, be sure to check Matsushita at the Independent

Housewares Show. The company is expanding its five-radio line to 11 models.

Heading the list will be the "Portalarm," a six-transistor shirt-pocket radio which incorporates a seven-jewel watch that automatically turns the radio on or off. Suggested list: \$49.95.

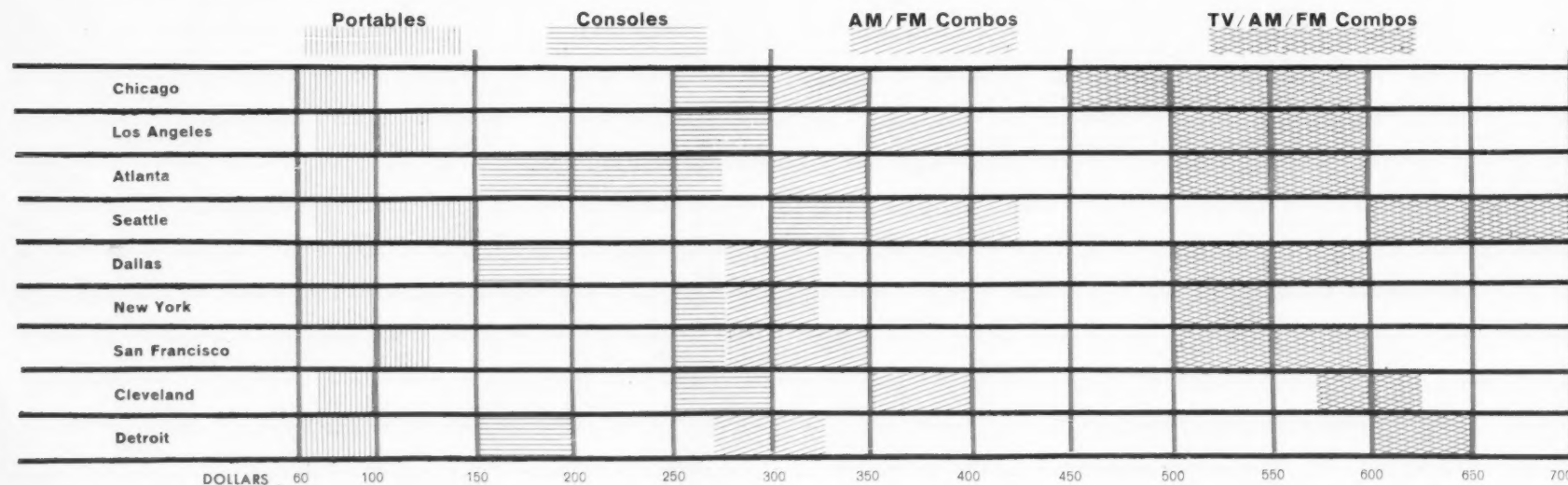
Other new models: BU-730, an AM-FM tube table model at \$59.95; T-41, an eight-transistor, two-band set at \$49.95; T-70, an eight-transistor, two-band set at \$59.95; T-13, a six-transistor portable complete with batteries, leather case and earphone at \$24.95; and T-66, an eight-transistor, three-band (standard broadcast, short wave and marine) model in wood at \$74.95.

Matsushita will also show—it won't be for sale—its eight-inch fully transistorized portable television receiver.

*Continued on page 55*

## NARDA Next Week

Big attraction during the second weekend of the Markets will be the annual NARDA convention, which this year will shuttle back and forth between the Palmer House and the M&M Club in the Merchandise Mart. The information-packed program opens Friday, Jan. 13, at the Palmer House, moves to the mart on Saturday and returns to the Palmer House on Sunday.



### CHECK THIS EXCLUSIVE CHART BEFORE YOU BUY STEREO . . .

From left to right, you can tell at a glance the hot going prices for the four types of stereo phonos in the major market area nearest you. For example, dealers whose list prices are affected by Detroit market fluctuations will notice that portable stereo sets move best when priced between \$60 and \$100 at retail; that portables priced above \$100 move so slowly they do not

show up on this chart. For further example, you can readily see that the "magic number" for consoles, with or without AM-FM tuners is close to either side of \$300 in most areas.

**WHAT DEALERS TOLD EM WEEK** in this exclusive survey was what their customers were willing to spend for each type of stereo phono during the last quarter of 1960. The price brackets above represent the volume activity around nine key cities.



## WHITE GOODS AT THE MARKET:

# Products Are Hot?

**WATCH FOR ACTION** in portable dishwashers, upright freezers, dehumidifiers, air conditioners and built-in ranges. Those are the products expected to take the big sales jumps in 1961.

**THERE'LL BE WHEELING AND DEALING** in products that fell flat in 1960. Refrigerators are a prime example. Manufacturers, in spite of protestations to the contrary, still have plenty on hand. And there's nothing particularly new in the 1961 lines. So, it's up to the back-room boys and their prices to move the merchandise. Other areas besides refrigerators where deals will be flying thick and fast: Automatic and wringer washers, dryers without automatic sensing devices.

**DEALER INVENTORIES ARE FAIRLY LOW**, since most retailers stopped buying and worked off what they had in the last months of 1960. But that doesn't mean the orders will be big. In fact, there probably will be more "just looking" customers than cash on the line men.

**LINE ARE SHORTER** this year than last, in most cases. Big reason: There aren't enough new features to warrant adding models. Reason

You'll have to sniff hard to find the big product news on the 11th Floor of the Merchandise Mart. Most of the big boys are showing already-introduced lines—lines that they'll admit are face lifts. Drop-ins are scarce. Deals are there—but they're likely to be back-room rather than spotlighted ones.

To make your searching out task an easier one, here's a rundown on hot things to look for—and where to find them.

**Philco is taking the wraps off** its just-introduced-to-distributors 1961 refrigerators and air conditioners. Here are highlights:

Philco has finally gone for square styling up and down its 11-model box line, knocking out 1960 round-shoulder carryovers. The big word is the extension of air wrap from one to three models. It's still in the big \$800 carryover from 1960 and it reaches down to a \$400 12.1-cu.-ft. model, where a half-shelf meat locker is wrapped. (See picture at right.)

Philco has no-frost in only its top two models. But it extends automatic defrost down to a single-door that goes for \$289.

In air conditioners, four of Philco's 15 models are "noiseless," meaning that they have special squirrel cage evaporator fans and 10-blade slow-moving condenser fans. **Space 1100.**

**Kelvinator is unveiling** its first venture into what it calls the "basic model approach." The company is offering two basic washers, which perform obviously different services. Added conveniences, instead of making for more models in the line, are optional on either basic washer.

The units look alike, have the same washing action. Basic model No. 1 comes either as a single cycle—with or without suds saver—or two-cycle—again with or without suds saver. The No. 2 model has one-button programming.

Also new at the Kelvinator space is an 18-cu.-ft. upright freezer that has the same expansion of up-front storage space that's in the Foodarama combo.

And, jumping from today's products to tomorrow's, Kelvinator is showing a sample of its research into thermoelectric refrigeration. Though the day of thermoelectricity in appliances isn't here, a Kelvinator spokesman says, "We're getting close to something to take the place of the compressor." The company is also showing a sample of a small refrigerator (around 4 cu. ft.) that has unitized construction, that is the



**PHILCO HAS AIR WRAP** in a meat drawer on this new 12-cu.-ft. refrigerator.

cabinet, insulation and inner cabinet liner are all one unit.

Taking the spotlight away from products at the Kelvinator space is a new merchandising program. Though complete specifics haven't been released yet, Kelvinator folk will be on hand at the space to talk it over with any and all comers.

For the dealer, the new approach offers three things:

(1) Constant dealer activity, aimed at sustaining sales all year around. Promotions will be planned on a two-month basis.

(2) Dealer incentive program, "Sell Kelvinator, Drive Rambler," will let dealers accumulate dollar credits toward the purchase of the Rambler model of their choice.

(3) Concentration of national advertising in key newspapers rather than national magazines.

Ask for more details at **Space 1124.**

**Tappan is breaking out its new products**—dishwasher, disposer and range hood—in its space this year. But, sharing the spotlight with these additions to the Tappan family, will

be the old standbys, gas and electric ranges. Market visitors will see only the new free-standing line. Built-ins bow at the Builders' Show.

New for those who missed the American Gas Assn. convention in Atlantic City last fall is Tappan's gas "Fabulous 400," which can be wall-hung, free-standing, mounted on a matching metal Lazy Susan-like base cabinet or just plain built-in.

The "Fabulous 400" is scheduled for first-quarter production. Backing up its flashy 400, Tappan has two new groups of gas and electric free-standers: The 30-inch 9883 Holiday series and the 36-inch 19776 Hi-Value series. All models have the same blue anodized aluminum background panel that's on the 400. **Space 1132.**

**Products aren't the only news** at Tappan, though. Effective Jan. 1, Tappan and Youngstown Kitchens Division of American Standard discontinued their joint merchandising efforts. The two companies had been jointly pushing Youngstown-Tappan built-in gas and electric cook-

ing equipment since early 1956 through Youngstown distributors.

**Frigidaire won't be showing** this year. Making its defection from the Markets complete, the division of General Motors has declined to turn up in Chicago.

**Hotpoint is putting the steam** on its \$8 million 1961 line, introduced in December. Products to watch will be the new compact—28 inches wide—refrigerators and the single-unit, drop-in range top.

Though Hotpoint will show a jazzy salad bowl kitchen, it won't have its traditional dream appliances of the future. **Space 1120.**

**G-E is breaking its range line**, featuring hoods on built-ins. After showing in dribs and drabs through the fall, the company finally has gathered its 1961 offerings under one roof. Nomination for the biggest attention-getter: G-E's 12-pound washer. There'll also be an experimental thermoelectric refrigerator.

Non-product news at G-E's space centers around warranties. From now on warranty cards for majors, TV and console phonos won't be shipped with products from the factory. They'll be delivered personally to the buyer at the time of purchase. **Details at Space 1117.**

**RCA Whirlpool is putting the steam** on its automatic dryer and its new "Blanket-O-Flame" gas range, shown for the first time at the AGA convention. But still stealing the spotlight, if not the sales, is Whirlpool's gas refrigerator. **Space 11-112.**

**KitchenAid is sporting its beefed-up** dishwasher line, with a new series of medium-priced models.

Top model, available in both built-in and free-standing, is the Superba Varicycle, featuring three cycles: Utility and utensil, full, and rinse and hold.

Middle model is the Imperial, available in free-standing, built-in or convertible portable versions.

Low-end is the custom, also available as built-in or free-standing. Watch for an addition to this series in the second quarter of this year.

Models in the Superba and Imperial series are available in a rainbow of colors and finishes. What's more, KitchenAid offers dealers and customers two trim kits—one accommodates quarter-inch wood fronts and the other, 1/16-inch material such as plastic laminate, cloth, wallpaper or whatever. **Space 1180.**

*Continued on page 53*



# REGIONAL ROUND-UP:

Appliance-TV dealers picked up their crystal balls and looked into 1961. Here's what they found, and why they're hoping.

## MIDWEST . . . KANSAS CITY, MO.

—Television and appliance dealers here were optimistic about December sales.

"We are pleasantly surprised," said the sales manager of one large department store outlet. "Business is very good and we are showing a 10% to 15% increase. Magnavox is leading."

Some of the increase was attributed to special purchases that enabled the store to present some price reduction inducements.

The same outlet expected total sales for the year to be "not quite" as good as last year.

Floyd A. Palmer, sales manager of television and appliances at Mehornay Furniture Store, reported a better December than a year ago—up 10%.

"The first 10 days of the month were exceptionally good," he added. "All brands are moving."

At Vesto TV, selling in the area since 1948, M. B. Magers Sr., president, said: "We're up drastically—December business is excellent. We're 15% ahead of the same time last year."

"Radio has been phenomenal this month," another reported. "General Electric is in the lead because of price attraction, particularly clock-radios."

Another large outlet competing with a 1959 December in which 20% to 33% reductions cleared warehouse stocks at this point were "nip and tuck" with last year's figures, without benefit of promotions other than normal advertising—no price cuts.

The leading seller here was

Frigidaire with G-E "outstanding in radio." The Curtis Mathis line was reported outstanding in hi-fi sales. Zenith was "fairly strong."

Davidow Furniture & Appliance described sales as "about the same as last December."

Larry Rooney at Lyon and Rooney Furniture and Appliance laid his 20% falloff last month at the door of building trades and steel strikes.

Harold Bell, general sales manager, Albert Bell's Midwest Appliance Co. (five outlets), reported business as "lousy." His December was "very poor." He was about 40% down in sales in what he calls a bad year for business because of elections and strikes. The only thing that was moving in the Bell area were the substantial portables, he said.

## SOUTH . . . NEW ORLEANS—

Apprehension was the word among appliance dealers and distributors here. Christmas business was not up to par and men who should know expect the bottom to fall out in January.

R. J. Magoni of Barnett's blamed unemployment on comparatively slow seasonal sales.

"Business is good right now if you compare it to October and November," he said. "But I've read that there's going to be record unemployment in January and I believe it. The first quarter of 1961 will be very slow for us. Magoni said television sets and radios set the pace in Christmas sales. Refrigeration units were slowest."

At The Radio Center, a spokesman said December busi-

ness did not measure up to last year. He said that while he hoped sales would not dip drastically in January, he wasn't making any bets.

Dealers said that while customer volume was good, there appeared to be a hesitancy in big spending.

Magoni, for instance, said: "Most of these people are coming in with \$3, spending one and holding on to the other two."

## WEST COAST . . . SAN FRANCISCO-OAKLAND—

Bay Area dealers as a whole are optimistic about the outlook for the first quarter of 1961. Of 17 dealers interviewed by EM Week, 13 believe the first quarter will be better than the first three months of 1960. Four dealers expect a decline. Fifteen of the 17 dealers had a better year in 1960 than 1959.

Encouraging most dealers is continued availability of lower prices on refrigeration and laundry equipment. Their price promotions have been pulling results throughout the fall and should be equally effective from January through March.

Here's the report of three representative dealers. Said Joe Boudreau, owner, Belco Appliances, in suburban Belmont: "The first quarter of 1961 should be much better than the same period of 1960—and that was not a bad one. The last few months, December particularly, have been excellent. We're not ahead of 1959, but that's because of the bad slump during April and May. Refrigeration should stay steady, and it has moved well all fall. We're en-

couraged by the sudden increase in building starts in this section. If the rains aren't severe, we will have busy winter in construction, and while the new homes aren't very much as customers, we will get a lot of business from the people in the construction industry."

From the East Bay come a less promising outlook. Said F. F. Taylor, long established dealer serving Oakland and Berkeley:

"I see at least six months of tough going. It should be about the beginning of the third quarter before we get a pickup in business. Business is not flourishing right now. Laundry and refrigeration were off this fall more than they should be. Building has been down here so our kitchen business has suffered. It's something like the problems in 1948. We'll all come out of it, but it will be six months from now, sure."

In San Francisco, Dulfer's Appliance's manager Doug Wright had this to say: "1961 should be as good or better than '60, and we were 18% ahead in '60 over '59. Business as a whole should stay good, but there may be some changes in where we get the business during the first quarter. Refrigerators, for example, were terrific during the last few months of 1960. But I don't think it will last. Sales are bound to drop off. To make up for it we should be getting very soon a good increase in laundry and dishwasher sales—I see that coming. Dishwashers were really hot in December—we sold about 25 or so, with five of them going on one Saturday."

## INDUSTRY MEMO

• Tampa, Fla., business concerns have found advertising opportunities because of a newly enacted city ordinance. All commercial vehicles must now show the name of the owner, his type of business, address, telephone number, and a city registration number. The law was passed to discourage the many phony sales and service solicitors who show up in Florida during the winter season. Last year, the impostors, operating in unmarked cars, defrauded home owners of thousands of dollars in shoddy home and repair jobs.

• Kelvinator International has announced a new Italian licensee. The new company, located in Milan, will manufacture household and commercial refrigeration equipment for distribution in Italy and for export abroad. Control will remain in the hands of Italian nationals.

• Television production continues off. For the week ending Dec. 16, the total was down almost 44,000 pieces. Not so with radio. See page 61.



## Packard-Bell's Mystery Is Solved

EIGHT MYSTERY SHOPPERS were sent by Packard-Bell to visit dealers and grade them on their product knowledge. Big winner, center, was George L. Martin, owner of Martin's Radio Center, Southgate, Calif., who won a trip around the world. Dan Jones, right, owner of Arcadia (Calif.) TV Center, won Las Vegas trip. Left is R. D. Sharp, president of the Packard-Bell Sales Corp.

## THIS WEEK'S COLOR TV

### MONDAY (All Times E.S.T.)

- 6 A.M. (NBC) Continental Classroom (Monday-Friday)
- 10:30 A.M. (NBC) Play Your Hunch (Monday-Friday)
- 11 A.M. (NBC) The Price Is Right (Monday-Friday)
- 12:30 P.M. (NBC) It Could Be You (Monday-Friday)
- 2 P.M. (NBC) Jan Murray (Monday-Friday)
- 11:15 P.M. (NBC) Jack Paar (Monday-Thursday)

### WEDNESDAY

- 8:30 P.M. (NBC) The Price Is Right

### THURSDAY

- 9:30 P.M. (NBC) The Ford Show

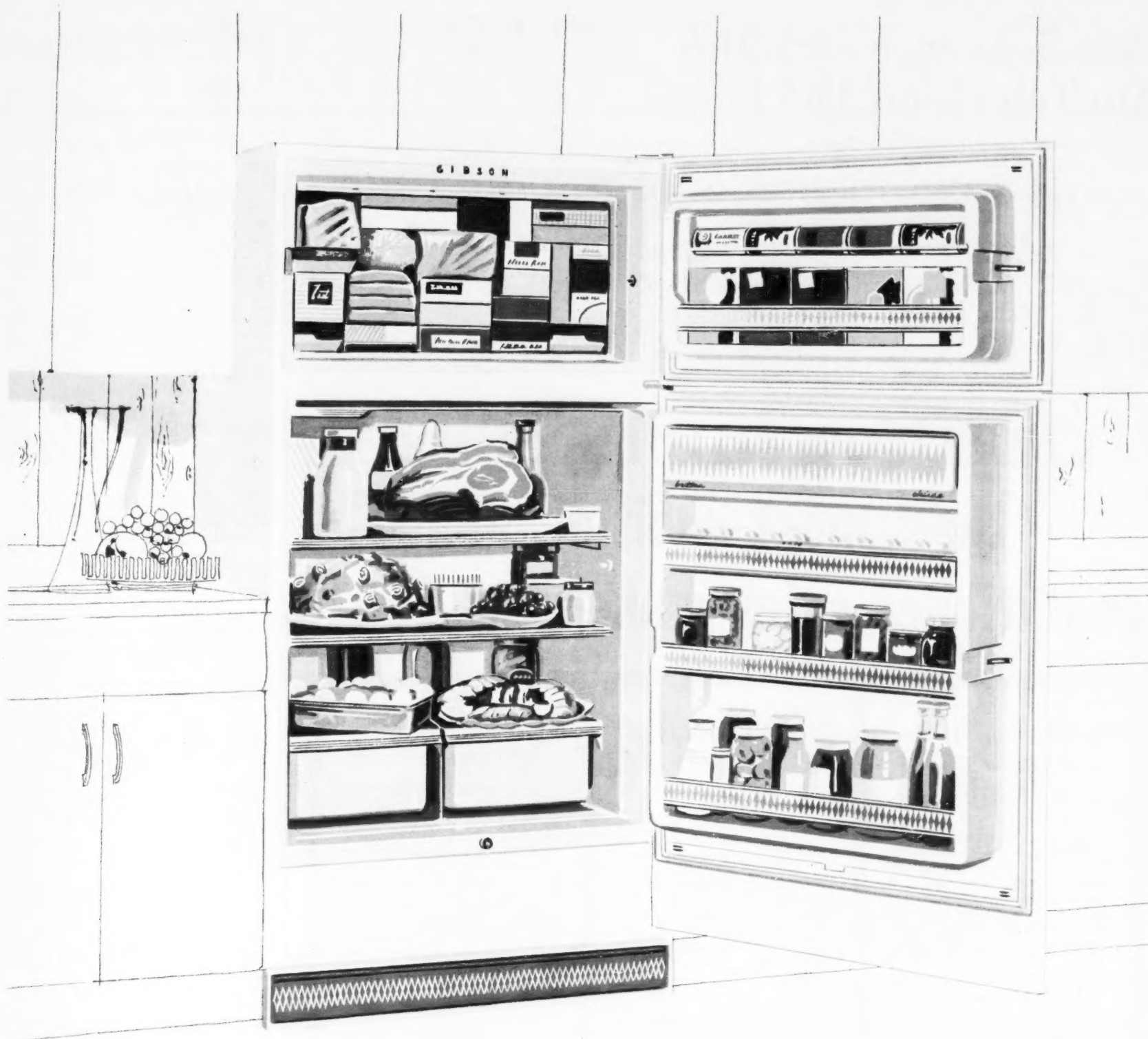
### SATURDAY

- 10 A.M. (NBC) Shari Lewis
- 10:30 A.M. (NBC) King Leonardo
- 7:30 P.M. (NBC) Bonanza

### SUNDAY

- 3:45 P.M. (NBC) Pro Football Bowl
- 6 P.M. (NBC) Meet The Press
- 7 P.M. (NBC) Shirley Temple
- 9 P.M. (NBC) Chevy Show





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REFRIGERATORS • FREEZERS • ELECTRIC RANGES • AIR CONDITIONERS • DEHUMIDIFIERS  
 JANUARY 9, 1961

# Are 5-Year Warranties On Television Too Long?

"Yes, definitely," says NATESA's Frank Moch.

"Not for transistor TV," says Motorola's Ed Taylor.

Always quick on the trigger, Frank J. Moch of the National Alliance of Television and Electronic Service Associates has risen in righteous wrath again. His target this time is Edward R. Taylor, Motorola, and what Moch calls "a complete perversion of the purposes of warranties . . . a gimmick." His weapon is the popular "open letter."

Moch regards recent comments by

Taylor concerning five-year warranties—Taylor thinks they're coming within five years—as tantamount to announcing the deliberate assassination of the independent serviceman.

In the open letter written to Taylor, Moch says "it is the consensus of opinion (among those who have contacted NATESA about the topic) that you propose a complete perversion of the purposes of warranties and that you plan to use ridiculously extended warranties as a sales gimmick. This will backfire for several reasons."

Why this feeling? Moch talks about TV set performance: At the end of 90 days, in Moch's opinion, components are thoroughly tested; in a year, they start to wear out; in five years, there will most certainly be worn-out components. A warranty, Moch says, has just one legitimate purpose: To assure the buyer that the product was properly constructed of quality components. Ninety days is plenty, he feels; anything longer is "phony"—a sales gimmick.

Taylor says, however, that the five-year warranty is a legitimate objective at Motorola. He adds that Motorola spends thousands to train independent service people and doesn't expect to have any factory sales or service, excepting some factory branches for distribution.

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# How Buyers Plan To Shop The Housewares Show

## RETAILERS:

### Price is the key word

The nation's housewares dealers, for the most part, will enter McCormick Place with the tightest open-to-buy in many years. They will be searching primarily for three things:

- Price specials they can use to give first quarter business a shot in the arm.
- More direct-from-factory merchandise.
- More private label merchandise, particularly in price depressed categories such as electrics, power mowers and barbecues.

**What are they up against?** Housewares retailers expect the first quarter of 1961 to be one of the roughest they've ever had.

Department stores, for example, feel that with so many retail channels of distribution in the housewares field available to the consumer, the big stores are becoming less important as each year passes. They fear the growth of supermarkets and trading stamp companies.

An important question retailers are asking themselves is: Will there be a general price rise in the industry? Over the past couple of weeks there have been several indications leading them to believe that a rash of price hikes is not impossible.

Major aluminum cookware producers announced price advances of from 3% to 5%; Brookpark, Inc., melamine dinnerware molder, recently made known price increases; General Electric Co. has raised the suggested list of its S-107, 10-inch oscillating fan, from \$18.95 to \$19.95. There are hints of other advances in the industry.

The big ifs here are the steel companies. If they raise prices, retailers are prepared for general industry-wide price hikes.

**What will they buy?** Next week's Housewares Show is slanted towards the selling of seasonal items. And these are generally the softest in the industry.

One major retailer's comment seems to sum up the housewares buyer's attitude toward the coming Market: "We're going to try to get as many deals and specials as we can. And we think we can get a lot; there are quite a few desperate manufacturers around."

The desperate manufacturers—if there are any—are likely to be found making the following items: fans, power mowers and barbecue grills.

Major fan companies—and they usually set the pace for the rest of the industry—already have announced their 1961 fan programs and lines. There appears to be very little here that's different from last year's. With many manufacturers overloaded with last year's fans, don't expect to find too many dumps in the regular lines. Look in-

### And This Pre-Show NHMA Survey Shows Why Buyers Feel As They Do.

NHMA sent pre-show questionnaires to almost 13,000 buyers, merchandisers and other top people in the housewares business. Here are the questions and the buyer's answers:

#### 1. Thus far in 1960, has your dollar volume been:

More than the same period in 1959? 48%  
Less than 1959? 28%  
Same? 24%

Of those who reported more dollar volume in 1960:

46% reported increases of 1% to 9%  
32% from 10% to 19%  
14% from 20% to 29%  
8% reported 30% or more

Of those who reported less dollar volume:

56% reported decreases from 1% to 9%  
31% from 10% to 19%  
9% from 20% to 29%  
4% reported 30% or more

#### 2. Has your 1960 unit volume to date been:

More than the same period in 1959? 46%  
Less than 1959? 28%  
Same? 26%

Of those who reported more unit volume in 1960:

52% reported increases from 1% to 9%  
30% from 10% to 19%  
10% from 20% to 29%  
8% reported 30% or more

Of those who reported less unit volume:

62% reported decreases of 1% to 9%  
25% from 10% to 19%  
8% from 20% to 29%  
5% reported 30% or more

#### 3. What was your best selling housewares color?

White	33%	Turquoise	13%
Yellow	23%	Wood Tones	5%
Pink	14%	Red	3%
12 other colors and combinations		9%	

stead for fan companies to build a specially priced fan or two to drum up some business. G-E, for example, will bring out three specials in limited quantities for the show. The regular line is the same as last year's. Guaranteed sales in some form or other will continue to be a part of the fan picture.

As for power mowers, the rotary type will remain the most popular, chiefly because of its price. Although the reel mower is recognized as a better grass cutter, its price is still too high to affect rotary sales. Buyers may pick up specials here. Some will be looking for direct deals and private label merchandise. Most new ones were viewed at the National Hardware Show last October.

Barbecues, a victim of sharp price cutting and dumps last season, probably will continue to take a beating this year. Buyers blame overproduction, too many manufacturers and emphasis on promotionals for supermarket and drug chains for the depressed conditions. Sharp wheeling and dealing is expected at the show in this category. A number of buying offices will be looking

## DISTRIBUTORS:

### "Where do we stand in housewares industry?"

This is the number one question distributors will ask manufacturers at the Housewares Show next week.

**What are they up against?** Last year was marked by further nibbling at the distributor's function by both the retailer and the manufacturer, with further nibbling in store for him this year.

Alarmed by the rapid growth in 1960 of private label and direct shipments to big stores which bypass the middleman, together with a continuing sag in profits, distributors are now taking stock of what they feel is their declining position in the housewares industry.

"If manufacturers take all the big stores there will soon be no distributors, only small jobbers." That's how one distributor put it. But they don't all feel that way.

Another stated:

"No store wants to go out on a limb when it comes to putting up money. A particular direct deal is all right. But when retailers need merchandise in a hurry the way they did at Christmas time, they come to us. Why didn't they order from the factory two weeks in advance?"

Many distributors are confident that too much of the business is done with the small out-of-the-way stores for big manufacturers to ignore them completely.

"I don't think the manufacturer will eliminate the distributor; he couldn't work as cheaply as we can," one distributor remarked.

**Why do they go to the show?** Distributors go primarily for deals, specials and fill-ins of basic items. But a goodly number of distributors are beginning to ask themselves if the show is really for them.

into private label in an effort to "get out of the rat race."

#### Where do retailers stand now?

Most of the nation's housewares dealers barely met 1959's sales figures. Profits, particularly in electric housewares, continued to take a beating and, in many instances, slipped below the 1959 mark.

Some stores did report outstanding sales, but these were in the minority. Late Christmas business was responsible for pulling many of them through. For example, a large eastern department store started off slowly in November, but ended the year 20% ahead in electrics and 10% ahead in housewares. However, even here profits showed only a little improvement over the year before.

Inventories generally are on the heavy side. Although here again some stores' housewares stocks tapered off as a result of good Christmas business and cautious buying during the last half of 1960.

Can't fill-ins be had before the show or after it? Can't deals be made between the factory salesman in the distributor's showroom as well as in the manufacturer's booth or hotel suite? Aren't the same specials usually offered after the show? The distributor usually ends up by saying, "Aw, well, I go to the show to keep in touch." Unlike retailers, distributors do not have a formal open-to-buy; they do not go to Chicago with pockets bulging with money. They are primarily shoppers, not buyers.

**What will they find?** Distributors believe manufacturers, especially electrics producers, may attempt to raise prices. In order to soften the blow, they may offer more specials, such as baker's dozens. This will be done for two reasons: One, it would keep the price rise hidden for a couple of months, or until the specials are depleted; and two, it might encourage heavier buying at the show.

Where will the deals and specials be found? Barbecues are expected to be the prime target for deal-hunters. The market is depressed and there is overproduction at the manufacturing level. Look for specials, but they may not all be out on the table. Distributors would like to see grill manufacturers develop some brand acceptance among consumers.

Don't expect anything exciting in fans. This is a declining category, according to distributor thinking. There will be some fan specials at the show, but for the most part, these will be models especially built for price. General Electric has three such fans included in its 1961 line.

Air purifiers will continue to have modest success, but the hoped-for volume in the field is not expected to materialize. Last summer when G-E came out with a unit, the industry thought air purifiers would skyrocket in volume. It just never happened.

Some distributors, mainly those in high humidity areas, got burned last year carrying evaporative coolers. More cautious buying's expected in this category at the show.

**Where do they stand now?** Distributors will go into the show with inventories somewhat higher than last year's. Some basic items such as toasters, waffle irons and mixers, did not sell as well for Christmas as distributors thought they would. The reason: Electrics have been losing ground steadily as gift items. Overall sales for 1960 were about the same as the year before, but the profit picture worsened. Distributors will display at least as much caution as retailers at the show, depending on frequent orders as they need them during the first quarter.

# REVERB...ERB...ERB..... How Does It SELL?..ELL...ELL

## IT'S SWELL! say some dealers...

And although they are a minority, at least a few dealers in each of the major markets surveyed by EM Week were enthusiastic about their success with stereo reverberation.

"Christmas wouldn't have been the same without reverb," beamed Jack Shine, sales manager and part owner at Neal Hardware Co. in Columbus, Ga. "During December, 1960, we sold nine reverb sets and 10 without.

"But, in dollars," Shine said, "reverb is ahead of straight stereo. And the reverb feature helped us push the higher-priced units."

"Reverb is a closing feature on our better sets. It helps, and that's the truth," said Mervin Goodman, owner of two radio, phono and TV stores in Dallas, Tex. "We've had good distributor backing. We find it best demonstrated on a small jazz combo record."

## DEMONSTRATION SELLS... here's how, step-by-step

"Demonstration is the only key to selling reverb," successful retailers told EM Week editors.

And one of the best reverb sellers contacted in this survey was also one of the best demonstrators—Mel Peterson, partner in On-The-Spot TV, San Jose, Calif.

Peterson's system works for him. "Right now reverb models represent about 70% of our stereo volume. Reverb has been one of the reasons we are ending 1960 with a 20% increase in our stereo volume over 1959," he told EM Week two weeks ago.

Here's a demo that could work for you...

**Step 1.** Your salesmen must be trained to like reverb. They must think it is the greatest thing that has ever happened to recorded music.

**Step 2.** Take stereo prospects directly to a reverb model—you can always step down if you have to. Reverb sells the high end.

"Reverb gives us something new to talk about. It stimulated interest in hi-fi and stereo when the public seemed to be losing interest. It has stepped up our unit sales price to the \$350-and-up bracket," reported co-owner Vandervoort of Gregg's TV & Appliances, East Palo Alto, Calif.

And in nearby Menlo Park, Calif., Dan Trojak, owner of West Bay TV, told his success story this way: "Reverb has made such an impression on some prospects that they have asked us to add reverb to models which don't have it factory installed. And they are willing to pay extra to have us install a unit. Of my stereo sales, 70% are reverb sets."

"Customers go for that echo effect," agreed spokesmen for two big Cleveland, Ohio, stores, Federal Department Stores and Factory Furniture.

**Step 3.** Turn on the left channel (on a three-channel set). Choose a record with music only, because you'll explain the voice problem later. Let them listen to this channel for 45-60 seconds.

**Step 4.** Turn on the right-hand channel—bring it in slowly so they hear the arrival of stereo. Then be a little blasé in pointing out that this is the quality of stereo that made a hit three years ago. Turn on the middle channel for fuller bass.

**Step 5.** Now turn on the reverb—slowly. Skip the technical details. Explain how you can take ordinary music and put it in a concert hall right in your living room.

**Step 6.** Turn off the reverb. Point out the "flatness" of the sound now. But don't leave it off longer than 15 or 20 seconds.

**Step 7.** Turn the set over to the prospects. Under your supervision, let them see how easy it is to use.



AN UNUSUAL MAN is pictured here. He's dealer Mel Peterson. And he's unusual because he is one of the few retailers across the country who has reported a big success with reverb. For how he did it, see story above.

## IT SMELLS! yells a majority...

... and a big majority it was: Of a nationwide sample of dealers taken by EM Week just before year-end inventories, 68% called reverb a dud.

Only 15% said that reverb was saleable. Another 17% said, "Maybe."

All of these dealers have at least tried to sell reverb. And six months ago when Philco and Zenith launched reverb on their high-end stereo consoles, enthusiasm reigned at all levels. Almost all major man-

ufacturers jumped on the bandwagon (see EM Week, May 30, July 4 and 12, Aug. 29, Sept. 12, 1960).

At Christmas time, dealers counted on reverb to put high-end stereo back on the move. But many of them soon found out that reverb was not all it was forecast to be.

Rumors spread that manufacturers would drop reverb. But these were squelched quickly (as indicated in shopping guide below).

Nevertheless, most dealers do not like reverb. Why?...

## FOUR REASONS WHY most dealers don't like reverb...

**1. "A confusing gimmick"**—this was the opinion of many dealers. As one put it: "I wish the manufacturers would have forgotten about reverb at least until we had a chance to absorb the other changes in stereo. Stereo is still very confusing to most prospects. Weak-kneed salesmen killed two-unit stereo. One unit or satellite stereo doesn't give true sound. Now another gimmick comes out to make stereo sound like it did at first."

**2. Lack of support and promotion** from both manufacturers and distributors was a widespread bone of contention. Seldom did EM Week turn up a dealer who admitted to even a minimum amount of help from suppliers in getting reverb launched. The public is not aware of reverb.

**3. "Reverb distorts and is hard to demonstrate,"** reported dealers. Many, regardless of the particular line in stock, personally disliked the echo effect and consequently found it hard to convince their customers to like it. Dealers found reverb hard to demonstrate because added echo helps only certain kinds of records, badly distorts many.

**4. 1960 was not the year** for high-end merchandise of any type, many dealers found. Consumer spending was cautious. Since reverb added \$50 to high-end stereo consoles, most prospects were scared off. In many markets, EM Week found buying stopped at \$300 (see page 2).

For what the majority of dealers said about reverb, turn to page 57.

**THE MEN BEHIND THIS EXCLUSIVE STORY** are 150 of the best retailers in the country spread out across the U.S. in 10 major market areas. All of these dealers have had considerable experience selling stereo. Taken together, their personal reports comprise an authoritative judgment on a controversial new product—stereo reverberation. To help you plan for 1961, EM Week presents their story here and on page 57.

## SHOP FOR REVERB HERE... who's got it; how much?

**Admiral** has factory-equipped reverb on its two high-end stereo AM-FM consoles (Eastern retail list \$575 and \$627). Available since September, 1960; no further plans now.

**Emerson** model 943 console (retail list \$298) has come with factory-installed reverb since October, 1960. "We'll see how it goes in January before making any further plans."

**General Electric** has offered reverb as standard equipment since July, 1960, on nine stereo consoles (the three top series) at pre-reverb prices. "Right now, six of these nine are the only sets in the line on which our factory is completely sold out."

**Magnavox** dealers can special order reverb units (retail list \$49.50) for any stereo set in the line, including portables. "Because our reverb is dealer installed, it is evident that we are not pushing it. Nor are we trying to knock it down."

**Motorola**, since August, 1960, has built reverb into its top nine sets (ranging from \$475 to \$995) in its 18 console stereo line.

**Philco**, first to introduce reverb in July, 1960, plans no change now. Top half of the line (nine sets, ranging from \$319 to \$700) come with reverb as standard factory equipment.

**RCA Victor** reverb is available on six high-end sets ranging from \$329 to \$795 (with reverb, these sets cost dealer about \$35 extra). Dealers may order these sets with built-in reverb, or they may order reverb units for in-store installation.

**Westinghouse** began delivering the five sets in its HM-1600 high-end stereo in October, 1960; plans no drop-ins or drop-outs this month.

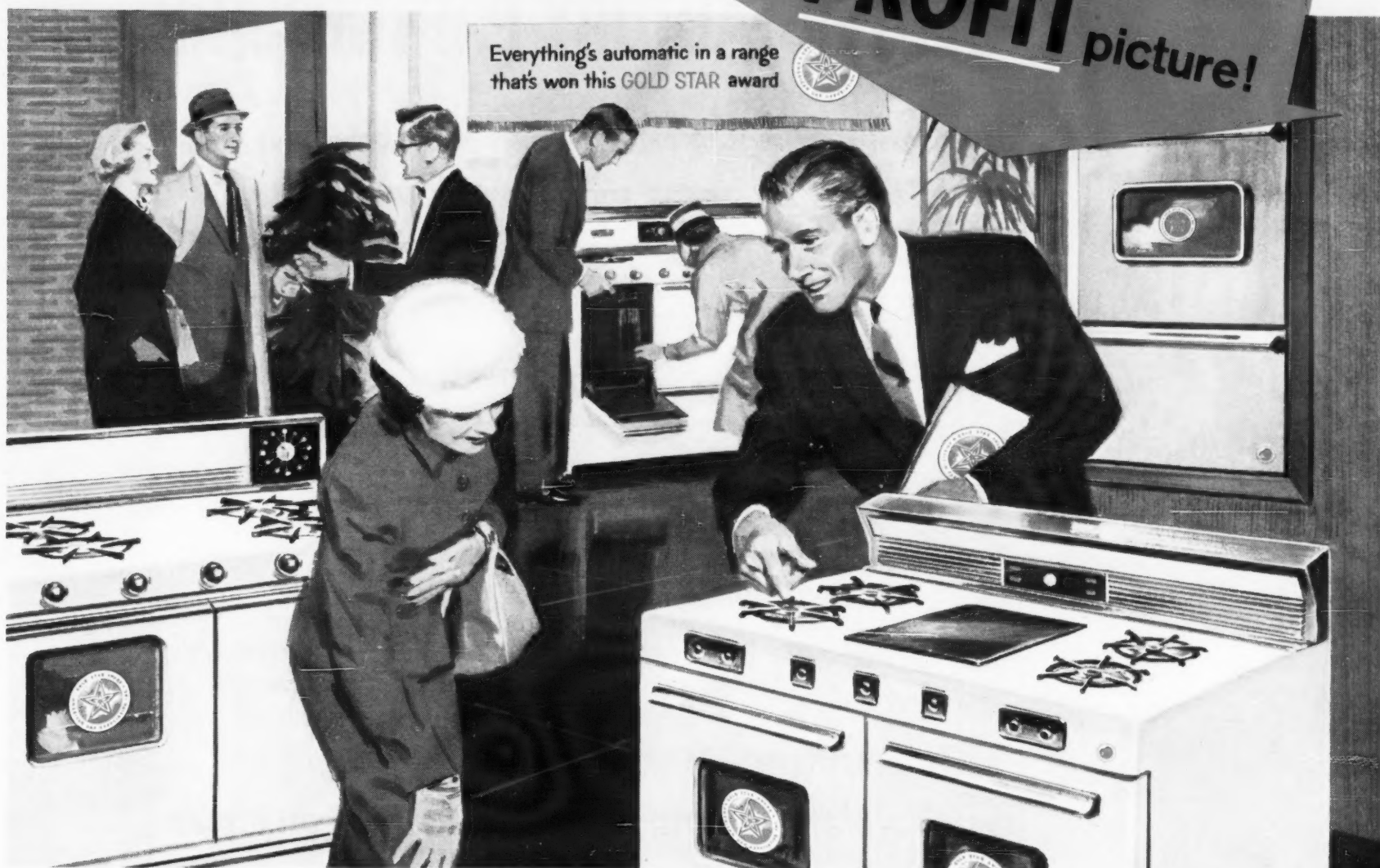
**Zenith**, neck-and-neck with Philco, pioneered reverb in July, 1960. Now reverb comes as standard equipment on the four top-of-the-line stereo consoles and on one TV-stereo combo. The four other TV combos in the line and six more stereo consoles can be equipped with reverb units by dealers.

**Columbia, DuMont and Sylvania** continue to ignore reverb.





Same store,  
same salesmen,  
but what a different  
**PROFIT** picture!



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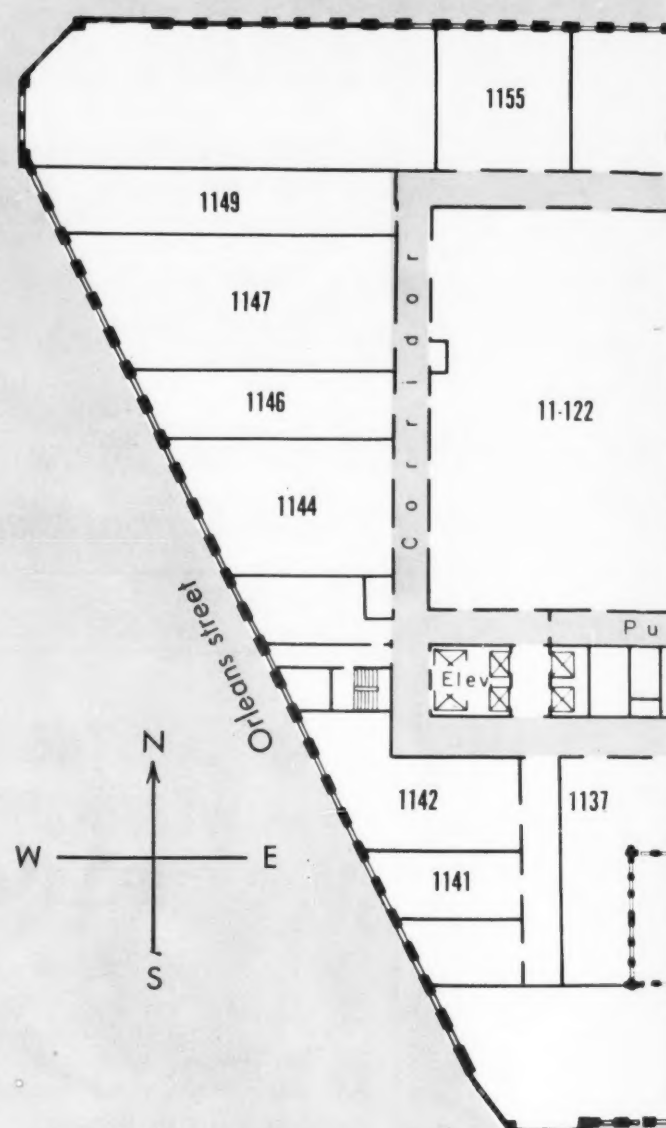
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**Westinghouse**

# Where To Find Exhibitors At The Merchandise

Acme National Refrigerator Co.	1188	Hamilton Mfg. Co.	1175	Quicfrez	1166
Admiral Corp.	1191	Heil Quaker Corp.	1147	Quaker Mfg. Co.	1147
Amana Refrigeration, Inc.	1127	Hobart Mfg. Co., Kitchen-Aid Home Dishwasher Div.	1180	Radio Corporation of America	1154
American Motors Corporation, Kelvinator Div.	1124	The Hoover Co.	11-115A	Revco, Inc.	1137
American Standard Corp. Youngstown Kitchens	1119	Hotpoint	1120	Roper, Geo. D., Corp.	1147
Athens Stove	1146	Ironrite, Inc.	11-117A	St. Charles Kitchens	1162
Atlas Tool & Mfg. Co.	1199	Kelvinator Div. of American Motors	1124	Speed Queen Div. McGraw-Edison Co.	1160
Auerbach Sales Co.	1119A	Leonard Div. American Motors	1124	Sun Ray Stove Co.	1178
Barton Corp., The	1188	Lewyt Corporation	1174	Sylvania Home Electronics Div., Sylvania Elec. Products, Inc.	1149
Beauty Queen	1155	Lindemann, A. J., & Hoverson Co.	11-104	Tappan Co., The	1132
Ben Hur Mfg.	11-114	Magic Chef, Inc.	11-116	Thermador Electrical Mfg. Co., Inc.	11-104
Blackstone Corp.	1167	Magnavox Co.	1126	Toastmaster Div. McGraw-Edison Co.	11-103
Caloric Appliance Corp.	11-116A	Manitowoc Equip. Works	1199	Toledo Desk & Fixture	1155
Carrier Corp.	840	Maytag Co., The	11-105	Waste King International	1164
Central Steel and Rubber Corp.	1119A	McGraw-Edison Company Coolerator Div.	11-103	Wedgewood-Holly Ranges	1197
Columbia Broadcasting System (Record Div.)	1142	Toastmaster Division	11-103	Welbilt Corp.	1197
Coolerator Div., McGraw-Edison Co.	11-103	Speed Queen Div.	1160	Westinghouse Electric Corp.	11-122
Coppes, Inc.	1189	Monarch Washers	1119A	Whirlpool Corp.	11-112
Coppes-Nappanee Kitchens	1189	Monitor Equipment Co.	1123A	Woman's Friend Washers	1119A
Crown Stove Works	1176	Motorola, Inc.	1170	Youngstown Kitchens Div. of American Standard Corp.	1119
Dearborn Stove Co.	1177	Murray Corp. of America Easy Laundry Appliances Div.	1168-9	Zenith Radio Corp.	1158
Easy Laundry Appliances Div. of the Murray Corp. of America	1168	Mutschler Brothers Co.	1144		
Florence Stove Co.	1147	MZA Industries	1198		
General Electric Co. Appliance & Television Div.	1117	National Appliance & Radio TV Dealers Assn.	1141		
Hotpoint Co. Div.	1120	National Housewares Mfrs. Assn.	1130		
Housewares & Radio Receiver Div.	1123	Norge Division, Borg-Warner Corp.	234		
Gibson Refrigerator Co., Div. Hupp Corp.	11-102	Norris-Thermador Corp.	11-104		
		O'Keefe & Merritt Co.	1155		
		Philco Corp.	1100		



In addition to the exhibitors above, you'll find a whole group of electric housewares exhibitors with space on the 14th floor. A good general rule to follow: Major appliances and TV on the 11th floor (plus Norge on 2 and Carrier on 8); housewares on 14.

## Here's How To 'Enjoy' The Markets

There's not much you can do about Chicago's usual January weather but if you follow the advice in this article, you'll discover that the weary job of covering the exhibits can be made easier—and that Chicago can be a very pleasant place

There's one big difference in the Markets this year—they open early and on Friday.

The new starting day may produce some unexpected results: Just as much traffic; just as much top brass for a longer time. Though the two-week market is gone, there are still 10 days, and two weekends. The Merchandise Mart people say, "We think that the people who have been coming on Sunday and Monday morning will now come on Thursday and Friday, and those who waited until later will be taking advantage of the weekend."

So it looks like more excitement more of the time.

The same old rules apply, however: Save your feet and don't make too many trips around the

mart's 11th floor in one day. Don't walk when you can stand; don't stand while you can sit. As they always did on Monday openings, everyone will start being happy to sit down about 11 on Friday morning. So sit.

The map on these pages will help you find out who moved where. You'll note a bigger than ever concentration of the appliance business on the 11th floor, and a list of hotel showings and Furniture Mart exhibitors is on the opposite page.

**Food at the Markets** is still the same. If you can wangle a factory invitation for lunch, do so—these are always the quickest and easiest, not to say the cheapest, at least in first cost. Otherwise, stand in line at

the M&M Club or Henrici's on the first floor, or grab a snack on the first or second floor from any of eight spots. At the Furniture Mart, there are plenty of Coke bars, besides the more ambitious offerings on the 17th floor.

Coffee is easy to buy at the Furniture Mart, and is sold only on the first and second floors at the Merchandise Mart. However, most appliance spaces on the 11th floor can rustle up a cup. And Maytag hasn't changed its tradition of free coffee all day, starting Friday.

**Outside the mart is weather**, as always in Chicago. And this year, the cards are stacked against the visitor. The Weather Bureau says the trend is toward below-normal weather, and normal January weather in Chicago is fairly nasty. Snow isn't looked for in heavy amounts, but it never is. There is just one thing to do: Wear heavy outer clothes and overshoes—and,

once inside, get rid of them fast.

This is where friends come in handy—your particular supplier will no doubt respond politely to your asking where to leave your coat. But he will—and with good reason—warn you that the space will close at 5 or 6 p.m. That is a warning worth heeding, as Chicago is even colder without your overcoat.

Of course, the simple way is to just check your things at the stand on the way in, and stand in line to get them on the way out.

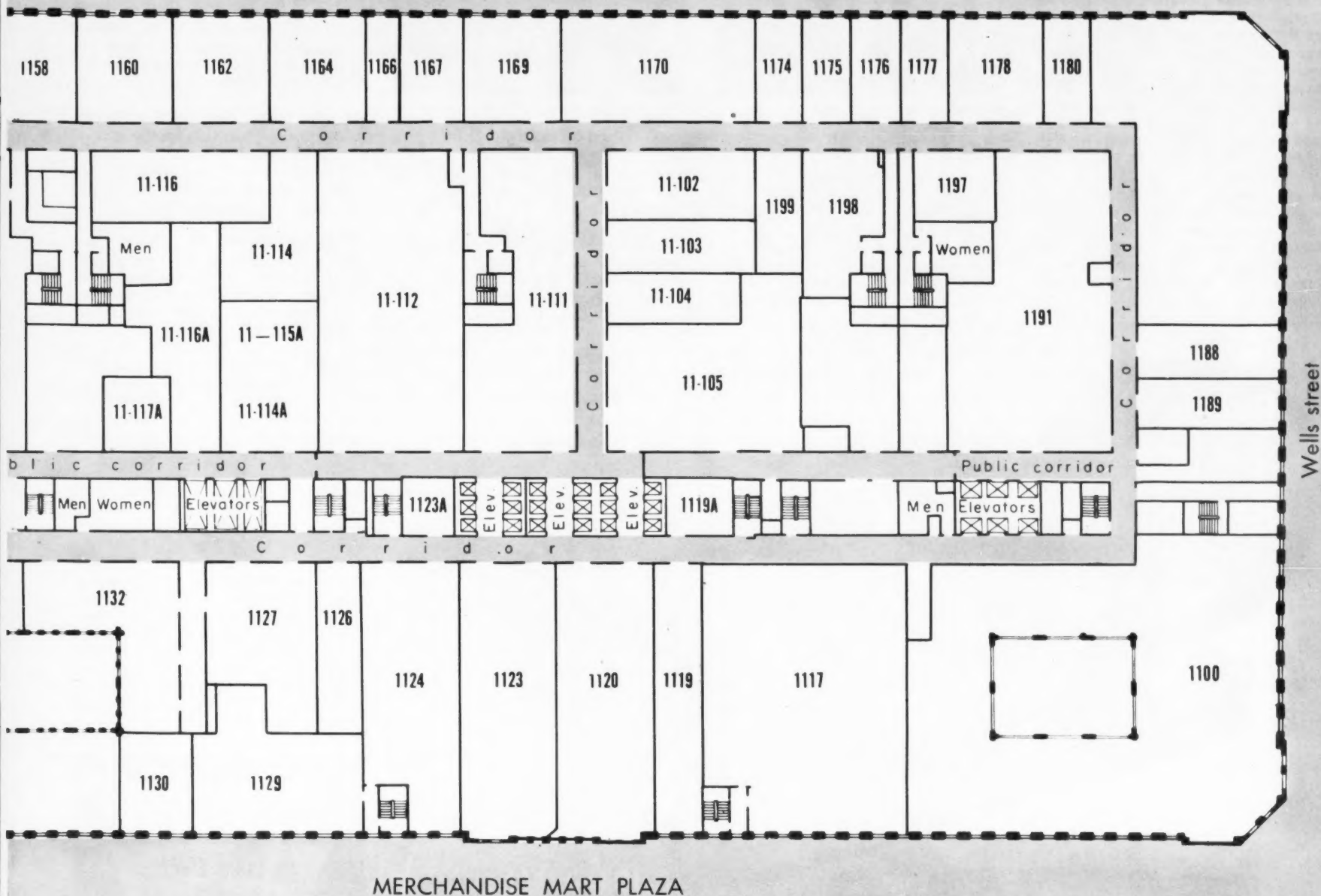
While you're outside the mart, there is the inner man to satisfy, and after a hard day of meandering the marts, possibly even to entertain. For just plain sitting and not talking, it's tough to beat a movie. The daily paper of course is the best source.

**Legitimate theater** offers "Flower Drum Song" in the New York production; Gertrude Berg and Sir Cedric Hardwicke in "A Majority of One"; Jessica Tandy in highly touted "Five Finger Exercise." The Happy Medium on Rush Street provides a revue called "Medium



# Mart

Kinzie street



MERCHANDISE MART PLAZA

Rare"; Second City on North Wells offers a new revue.

Most of the old night-life standbys are doing business at the same stand. A new spot—or new collection of spots—is just north of Chicago Avenue on State Street. There are about seven new places all clustered in one spot—the Kismet, Le Bistro, etc. All offer entertainment, music, chic.

**Eating in Chicago** is no problem, of course, and the partial list that follows here is strictly made up of places that: (1) people talk about and (2) provide a good meal.

Beef-eaters will be happy at the Embers (downtown or on Walton Street in the near North), the Stockyards Inn, or George Diamond's Steak House (near the Hilton).

French cuisine is the specialty of Jacques', Chez Paul and Teddy's L'Aiglon, all near North. Cafe de Paris, strangely, also is French.

While the latest statistics are uncertain, Chicago has more visible Italian restaurants than any other kind. Best-known close-by spot is Riccardo's on Rush Street near the

Wrigley Building. Little-known Blackie's at Clark and Polk (on the second floor) has top-rated food, continental service. Others—and there are hundreds—range from pizza joints to very high-level. Almost any of them do steaks well, too.

Seafood is not Chicago's top specialty, but several restaurants are noted for their marine bill of fare. These include the Well of the Sea at the Sherman; the Boston Oyster House of the Morrison Hotel; the Cape Cod Room of the Drake; and Ireland's on the near North Side.

More exotic menus are fast coming up in Chicago. There are two Japanese restaurants—the Azuma and Nake-No-Ya—close in. The Cafe Azteca on North Avenue (about 300 West) has good Mexican food; the Scheherazade serves Arabian food.

If you consider Cantonese-Polynesian food exotic, you'll do fine for this style of dining. For plenty of atmosphere, there are Shangri-La, on the edge of the Loop; the Trader's in the Palmer House and Don the Beachcomber's in the Rush Street area.

**Getting around town** is simple on an expense account. You merely grab a cab and tell the man where you want to go. He then pulls the flag on the meter, which costs you 35¢, and then it goes up a dime every fifth of a mile. There is a 20-cent extra charge for each additional passenger, and the driver has to punch a little button to register these. Some drivers add 'em in the beginning; some wait till the end of the trip, but they should only do it once.

**Public transportation** costs two-bits for anywhere the trains or buses run. The elevated train that runs by the Merchandise Mart is on the Ravenswood Line, and ties to the subway system only by transferring in the Loop (that is, getting off and going down to street level and then down to the subway, clutching your little transfer) or by taking a train north to Fullerton and then transferring (this time by walking across a platform) to a northbound "subway" which at this point runs on elevated tracks. Rapid transit—the subway and the "el"—is the quickest way around Chicago. Subways

run north and south and northwest and southwest (the Dearborn Street subway). And els run west, to a different part of the northwest and all over the South Side.

**Buses run on humbered routes** and even natives have problems. Best bet: Wait and ask the driver of the first bus that comes along. You can tell a bus stop by either a small sign that says so, or a broad white stripe painted high around a street-light pole.

This year, the bus situation should be better, for the two marts are at last cooperating on a shuttle system between the two buildings.

## Exhibiting Elsewhere AT THE FURNITURE MART

Arvin Industries	501
Atlanta Stove Works	1649
Brown Stove Works	549-A
Hardwick Stove	1530

## IN CHICAGO HOTELS

Carrier	Congress
Delmonico International	Ramada
Dexter	Congress
Olympic	Congress

## PEOPLE in the NEWS

**Pennsylvania-Bradford Appliance Corp.**—Richard Knapp was appointed to the new post of general manager and Stuart Rich, formerly senior salesman, has been named sales manager. They succeed Harry Lasky, vice president and director of sales, who moved to a similar position in the hard goods division of Wilson Bros.

**Arvin**—Harold J. Seigle has been appointed marketing director for the consumer products division. He formerly was vice president and general sales and merchandising manager of Associated Stationers Supply Co.



**Getzoff**  
of Lawson



**Seigle**  
of Arvin



**Barton**  
of Maytag



**Finch**  
of Hunter

**Lawson Mfg. Co.**—Robert G. Getzoff has been appointed sales manager. He had been sales manager for the western division.

**Stromberg-Carlson**—Robert W. Pemberton has been named regional sales manager for consumer

products in the Midwest territory. He formerly was associated with Ramsey-Bennett.

**Capitol Records**—M. D. "Bud" Schuster has been named general manager of a newly formed home instruments division which will de-

sign, engineer, manufacture and market console and portable phonographs. Schuster was formerly vice president for distribution in the Distributing Corp.

**Maytag**—Donald E. Barton has been promoted to manager of market development. Previously, he was retail merchandising advisor for the marketing headquarters staff.

**Harvill Corp.**—Spencer H. Nitchie, vice president, will head the special products division recently established to develop and manufacture new consumer appliance items for the disposer manufacturer.

**Westclox**—James E. Shriner has been appointed to the newly created position of sales promotion manager. He had been a member of the merchandising and advertising department of Ray-O-Vac.

**Welbilt Corp.**—Jack Roswal has been named national sales manager of the domestic gas range division. He had been key account sales representative for greater New York.

**Zenith**—Robert M. Carstens has been promoted to assistant sales manager for the Sales Corp.'s international division.

**Robbins & Meyers**—Parker T. Finch has been named vice president and general manager of the Hunter division of Robbins & Meyers. Formerly general sales manager of the Hunter division, Memphis, and the Trade Winds division, Los Angeles, Finch will take charge of the manufacture of electric fans, heaters and can openers.

**Better Sound Reproduction**

...NOW BUILT INTO  
**CURTIS MATHES**  
CUSTOM HIGH-FIDELITY STEREO

Model 2814X—THE NANTUCKET  
Authentic Early American Styling in  
Genuine Cherry; AM/FM Radio

WORLD'S FAVORITE AUTOMATIC RECORD CHANGER

# dependable

**BSR**

For 1961, Curtis Mathes joins the distinguished company of America's great high fidelity lines featuring...

"most popular" BSR... now in over 27,000,000 homes around the world! In one-quarter of all U.S. hi-fi!

**trouble-free BSR**... lab-tested through over 550,000 consecutive perfect changing cycles!

**service-saving BSR**... jamproof!... engineered for most quality without complexity!

**demonstrable BSR**... plays all record sizes intermixed, with superior fidelity... plays 4 speeds, stereophonic and monophonic, automatically or manually... tracks lightly!

AS ADVERTISED IN

**LIFE LOOK POST**

**BETTER SOUND REPRODUCTION**

CRAFTED IN GREAT BRITAIN BY BIRMINGHAM SOUND REPRODUCERS, LTD.  
Distributed in U. S. by BSR (USA) LIMITED, College Point 56, L. I., N. Y.  
In Canada: Musimart Ltd., 901 Bleury Street, Montreal

**Skuttle**  
**DEFENSOR**  
Portable Electric  
**ATOMIZING**  
**HUMIDIFIER**  
MODEL  
504

Recommended for use in homes, offices, apartments, hospital wards, laboratories, etc., this precision made humidifier atomizes approximately 1 qt. of water per hour in the form of minute aerated particles by mechanical centrifugal ejection of dry mist into the air. The Defensor is quality built of corrosion-proof metal solvent resistant parts for long life performance. Will adequately humidify areas up to 12,000 cubic feet.



**MODEL 50**

This Skuttle Model 50 Mistilator portable electric humidifier is recommended as a room humidifier. It operates on the same principle as the Model 504, is precision made and will adequately humidify areas up to 8000 cubic feet.

This is the season for humidifier sales. Profit with these Skuttle units... Write for prices and literature today!

**Skuttle MANUFACTURING CO.**  
Milford, Michigan



McGraw  
EDISON

NOW.....for 1961

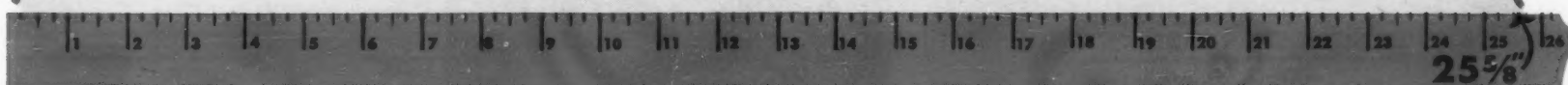
# SPEED QUEEN®

broadens the "Combo" market with this New, 25<sup>5</sup>/<sub>8</sub>"

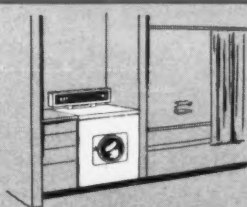
## Compact-Combo

### WASHER - DRYER

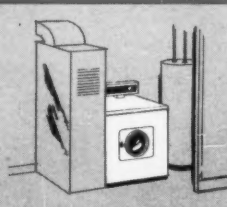
When you see how ingeniously this new Speed Queen "Combo" is engineered . . . how simple it is to operate . . . how striking its beauty . . . and what a large load capacity has been built into a 25<sup>5</sup>/<sub>8</sub>" cabinet . . . you will quickly conclude that this machine offers you the biggest profit potential in the new and growing combination washer-dryer market!



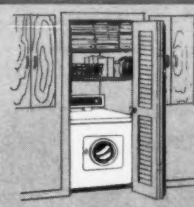
In the hallway



In the bathroom



In the utility room



In linen closet



Hot, warm or cold  
water selection

Normal Fabric Cycle  
Delicate Fabric Cycle

Special Damp-Dry Cycle  
for normal-size loads

Controlled Water Fill  
Bleach Dispenser

No Venting  
(Condensor-type drying)

Full Load Capacity  
(22" cylinder)

Powerful 1/2 H.P. Pump Motor  
(Easily accessible clean-out trap)

Hinged Top and  
Hinged Front Panel

See it in Space 1160

MERCHANDISE MART - CHICAGO

For full information write  
SPEED QUEEN  
A Division of McGraw-Edison Co.  
Ripon, Wisconsin



**A 4-SPEAKER, QUALITY STEREO CONSOLE IN SOLID HARDWOOD  
THAT YOU CAN SELL AT A PROFIT FOR ONLY**

**THE WESTPORT (RC 1190 series)** — More attractively priced than many portables, this General Electric Console makes prospects out of many who want, but feel they can't afford Stereo. It highlights a promotion that's sure to move more expensive models as well.

**\$159<sup>95</sup>\***

\*This is not a national list price. Suggested list prices are established individually by General Electric distributors.



# GENERAL ELECTRIC'S



## "MUSIC FOR MILLIONS FESTIVAL"

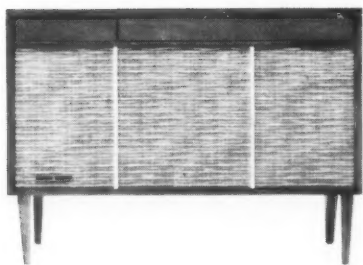
### A STEREO SPECTACULAR THAT MAKES EVERYBODY A PROSPECT!

**GET TOGETHER** with your General Electric Distributor. Ask about the special promotion kit he has for you, complete with all the trimmings, that will turn your store into a "Music for Millions Festival." Each kit contains 2 banners, 16 wire hangers, 2 counter cards, 10 imprinted balloons, swirling serpentine in 5 colors, suggested ad layouts, ad mat elements, suggested radio commercials and publicity suggestions.

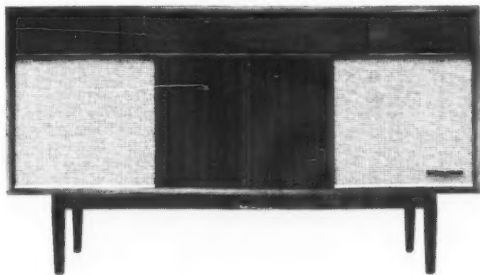
*Progress Is Our Most Important Product*

## GENERAL ELECTRIC

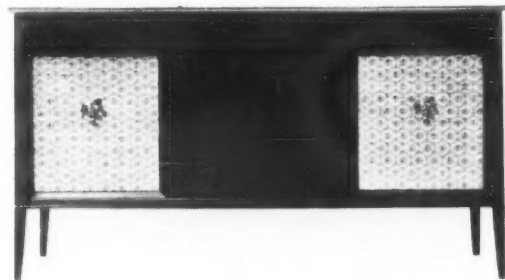
Audio Products Section • General Electric Company • Decatur, Illinois



**THE DEVONSHIRE** (RC 1200 series)—In hand-rubbed walnut, mahogany or maple models. AM/FM tuner optional. Powerful dual amplifier and multi-speaker sound system. Like the rest of the line, solid hardwood.



**THE CANTERBURY** (RC1340 series)—Hand-rubbed, oil-finish mahogany, walnut and cherry hardwood veneers. 60 watts music power, optional Simulcast AM/FM tuner. 6-speaker dual channel sound system.



**THE MOUNT VERNON** (RC 1430 series)—In hand-rubbed cherry, walnut and antique mahogany veneers. 100 watts music power, 6-speaker sound system, Simulcast AM/FM tuner. Professional-type turntable.

The greatest show in Stereo is coming! Once again General Electric paces the industry with top quality, top value and the most exciting features in Stereo. Here's a sales story calculated to warm up the coolest prospect . . .

**YOU** can demonstrate the "Vacu-Magic" Cleaner by sprinkling cigarette ashes on a record, showing how it vacuum cleans records as they play.

**YOU** can ask customers to remove records from jackets without smudging them—then show them how simple this is to do with the handy Record Saver.

**YOU** will invite prospects to listen to new Resonant Stereo, music so real it doesn't sound recorded. They'll have to hear it to believe it.

**YOU** can introduce your customers to General Electric's solid hardwood hand-rubbed cabinetry. This quality cabinetry is found throughout the line!

**DON'T MISS** this chance (if you're not already in it) to get into a booming business that has no place to go but up. Plan to participate in the "Music for Millions Festival" now!

**SEE YOU AT THE FURNITURE SHOW** Visit us at the Chicago Merchandise Mart, 11th Floor. See the full line of General Electric Stereo Consoles and Portables, Radio Receivers and TV Sets. Take in the unique color movie on the "Vacu-Magic" Cleaner and Record Saver, "GRIME DOESN'T PAY." Continuous showing at the General Electric exhibit.

# She Picks Her 'Lucky Day' . . . You Cash In



And this promotion is no gamble. Why? Just ask dealer Glen Clem of Artesia, New Mexico. He'll tell you a trick or two he learned about the odds from the boys at Las Vegas

And here's what he told EM Week: "My 'Lucky Day' promotion was such a success that I grossed over \$38,000 for the month, but had to pay out only \$260.91. Now I plan to make it an annual event every September."

**How did he do it?** It was easy. Customers who bought an appliance during the promotion picked one or more dates on Clem's calendar (see picture).

At the end of the month one date

was drawn from a fishbowl. Customers who had chosen that date got back the full price of the items they purchased, or whatever part of the price they had bet.

**Why Clem could not lose** with this system becomes apparent when you check the figures closely.

"I figured out every day's results," he explained, "and the largest payout I could possibly have made would have been \$1,700, which I cheerfully would have paid for the month's extra \$20,000."

But it was a greater pleasure, he said, to find out I had to pay back only \$260.

**What accounted for the success?** Here's where Clem's knowledge of Las Vegas gambling paid off.

Most people are born gamblers. But what many dealers don't realize, Clem said, is that there are only a few customers who are willing to "shoot the works."

Most people want a lot of action for their money and they'll spread it out in small quantities to get more action.

**For example,** a customer purchases a washer and a table model radio for a total of \$270.

While the sales slip is being written, Clem asks her if she'd like to spread the full amount out.

"If you spread your purchase price over 27 days (the number of shopping days in the period)," Clem tells her, "you are bound to be a winner of at least \$10."

This appeal works for many customers, but Clem also has another trick up his sleeve.

Because almost everyone has a string of lucky numbers, Clem suggests they play those numbers. And he always shows them a big calendar to stimulate their memory.

"The dealer has 27 to 1 odds in his favor, at the worst," Clem said. "And picking numbers from dates on a calendar becomes a game."

"The more numbers a customer picks, the less the risk for the dealer. It's the same principle professional gamblers employ to lay off big bets."

"My largest single payout was \$100. There were 14 winners, so the other 13 divided \$160.91."

**Newspaper ads were used** throughout the promotion. An opening full-page, and then several three-column, 10-12 inch ads for a total of 300 column inches during the 30-day period. Only the one full-page ad mentioned merchandise or prices. The others explained in big type: "We will refund your full purchase price on any and all purchases made at our store during a specific day between Aug. 31 and Sept. 30. Come in for complete details."

**Appliances sold** during the promotion included: 16 ranges, 25 washers, 14 dryers (plus 4 combos), 63 refrigerators, 3 freezers, 59 TV sets, 39 radios and 44 stereo sets. Average gross profit was 28.7%. "Prices were not a big factor," Clem affirmed, "and dollar volume was about the same each day."

## NEW FOR '61... KitchenAid®

DISHWASHERS

more features = bigger sales  
more models = bigger profits  
—with "More for You"

**THREE** new KitchenAid series and price ranges—many different models. A KitchenAid for every kitchen...every budget, and you make your full profit on every one.

**The SUPERBA VariCycle** Loaded with all the new features that attract and convince, it is truly the finest dishwasher ever designed. Available in built-in and free-standing models.



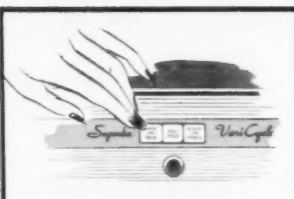
**NEW Automatic Rinsing Agent Dispenser**...for spot-free tableware, regardless of water conditions.

**NEW Automatic Dual Detergent Cup**...fill one section of cup for power pre-rinse and single wash...fill both sections for double wash.

**Dual Filter Guards**...trap food soil and prevent spray-back over dishes. Recirculated wash-and-rinse water always filter-clean.

**Exclusive Flo-Thru drying**...forces sanitized hot air over and around each piece for safe, thorough drying.

**NEW Easier installation**...built-in "U" drain tube for easier, quicker, more economical installation on pump-drain models. Double pump-out feature after final rinse.



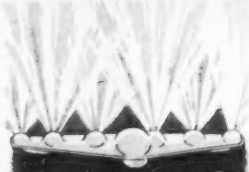
### NEW VariCycle Push-Button Selection

Push-button controls. Rinse-and-Hold gives partial loads a short power-rinse...stores dishes until racks are full. Full Cycle gives tableware complete wash-dry action. Utility-and-Utensil Cycle gives pots and pans special treatment...helps soak away baked-on foods.



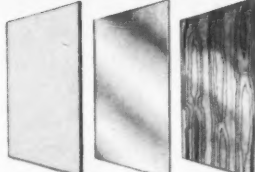
### NEW King-Size Capacity

Individual, "load-as-you-like" racks take 12 complete NEMA standard place settings...a whole day's supply for an average family. Adjustable dividers in 2-position upper rack permit variable arrangements for big pots and pans. Heavy Plastisol coating cushions china.



### NEW Washability

Big, blue, lifetime wash arm, with newly designed jet openings, scrubs...while others just spray or shower. "Guided Action" wash—controls and balances both water volume and velocity for the most effective washing of every piece in both upper and lower racks.



### NEW Vari-Front Panels, Including Wood

Wide choice of finishes now includes wood, stainless steel, glowing coppers and gleaming white. You can even use plastic laminates, or change panels easily to meet customer desires. Match special woods and colors locally.



### THE IMPERIAL

King-size capacity for 12; dual wash (or choice of pre-rinse and single wash), triple rinse; wide choice of finishes with Vari-Front panels. Rinsing Agent Dispenser optional. Built-in; dishwasher-sink; convertible-portable; free-standing models.

### TWO OTHER NEW SERIES AVAILABLE IN MANY MODELS

### THE CUSTOM

KitchenAid quality with real value for the economy-minded. Variety of finishes. Same KitchenAid lifetime wash arm, Dual Filters, exclusive Flo-Thru drying. Capacity for ten. Built-in and free-standing models.



KitchenAid Home Dishwasher Division, The Hobart Manufacturing Co., Dept. KEM, Troy, Ohio

See new KitchenAid dishwashers at the Winter Market, Room 1180, Merchandise Mart



Now Admiral, first with the 23,  
accelerates the big switch to its  
quality Wide-Angle Television...  
launches the greatest trade-in,  
sell-up TV promotion ever!

STARTS  
JANUARY  
15<sup>th</sup>

**big 23<sup>TV</sup>**  
**trade-up**

PLUS

three terrific  
"trade-up traffic-builders,"  
featuring beautiful  
decorator stands  
free with  
Admiral 23" and 19" TV!



23" model diagonal, 262 cc. w. variable area

19" model diagonal, 177 cc. w. variable area

Sell more...  
make your store

ADMIRAL  
**big 23<sup>TV</sup>**  
trade-up  
HEADQUARTERS

Get everything you need:  
the products, prices, traffic builders, promotions,  
powerful local impact advertising!

A REALLY COMPLETE 5-POINT PROGRAM FOR MORE BIG-TICKET SALES!

**1**

The hottest 23" TV line in the industry! And now *every* Admiral step-up model is priced with plenty of room for quick trades at big profits!

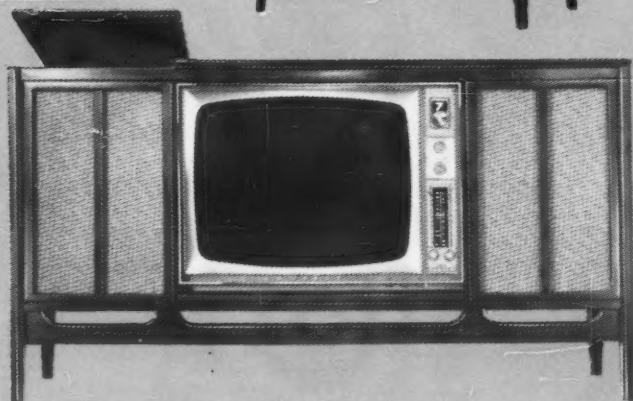
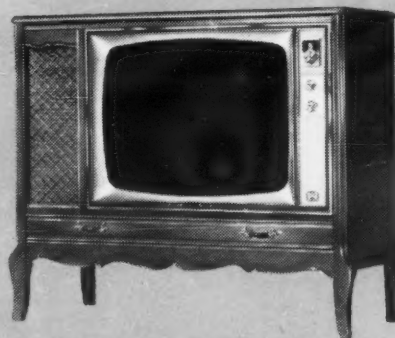
**UPRIGHT CONSOLES!**

*Shown:*  
The Claremont,  
Model C24M121—23"  
TV in walnut,  
mahogany or blonde  
oak grained finish.



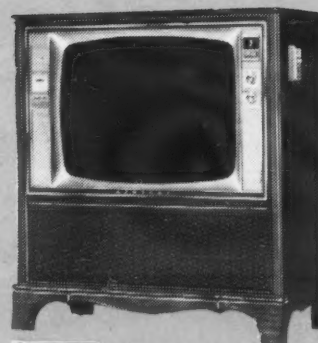
**LOWBOYS!**

*Shown:*  
The Patrician,  
Model L24M169—23"  
TV in walnut or  
maple veneers on  
hardwood solids.



**TV-STEREO COMBOS!**

*Shown:*  
The Empress,  
Model STF24M171—  
23" TV, Stereo-  
Phono, FM/AM  
radio in rich  
walnut veneers.



**SON-R®  
REMOTE  
CONTROL!**

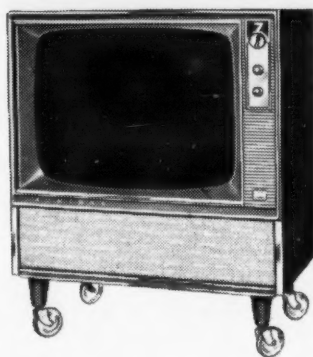
*Shown:*  
The Emperor,  
Model CS24M142—  
23" TV Super Son-R  
console in mahogany  
or maple veneers.

†23" overall diagonal, 282 sq. in. viewable area.



2

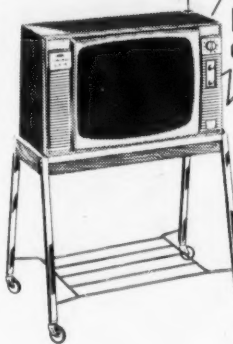
## 3 sensational FREE OFFERS! Great "trade-up" traffic-builders!


**FREE**  
OFFER NO. 1

The Washington, Model TG24K120. Now the industry's biggest 23" TV seller at \$199.95 comes with free matching base! Offer applies to all Admiral 23" table models.

**\$199<sup>95</sup>\***

FREE matching base


**FREE**  
OFFER NO. 2

The Vanguard, 19" TV\* Model P19J150. Another best seller in the most-wanted portable TV tube size originated by Admiral. Only \$179.95, including handsome caster base.

**\$179<sup>95</sup>\***

FREE roll-about base


**FREE**  
OFFER NO. 3

The Thin Man,\* 19" TV\* Model PL19J131. America's most popular portable TV. Only \$169.95—and now with a beautiful roll-about base at no extra charge.

**\$169<sup>95</sup>\***

FREE decorator base

\*Prices slightly higher in some areas.

\*19" overall diagonal, 172 sq. in. viewable area.

3

## A barrage of big-space local newspaper ads!

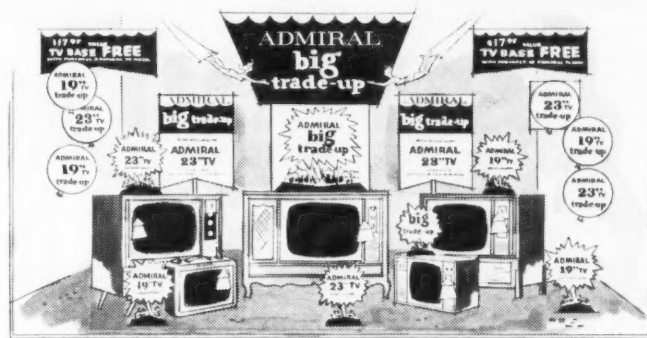
Keyed to bring customers right into your store!

 Ad after ad, week after week during the big 1st-quarter selling season! Most intense campaign of its kind in Admiral's history! *Starts January 15!*


4

## A traffic-stopping "Big 23 TV Trade-Up" window display!

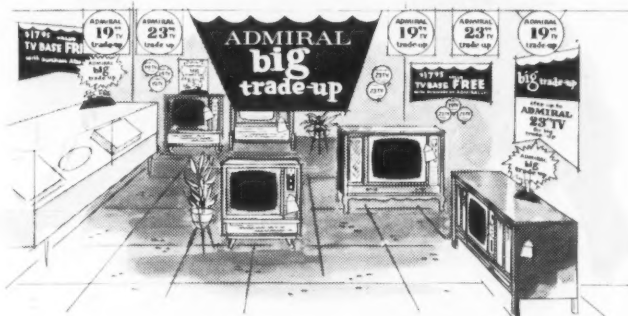
Colorful! Eye-catching! Ties your store right into Admiral's trade-in, trade-up selling spectacular! Professionally installed for more impact, traffic, sales!



5

## Complete in-store sales aids, plus mailers and other promotion material!

Never before such a complete, coordinated program!

 You get *everything* you need to cash in big on Admiral's "Big 23 TV Trade-Up." Remember, it starts January 15—call your Admiral distributor today!


MARK OF QUALITY

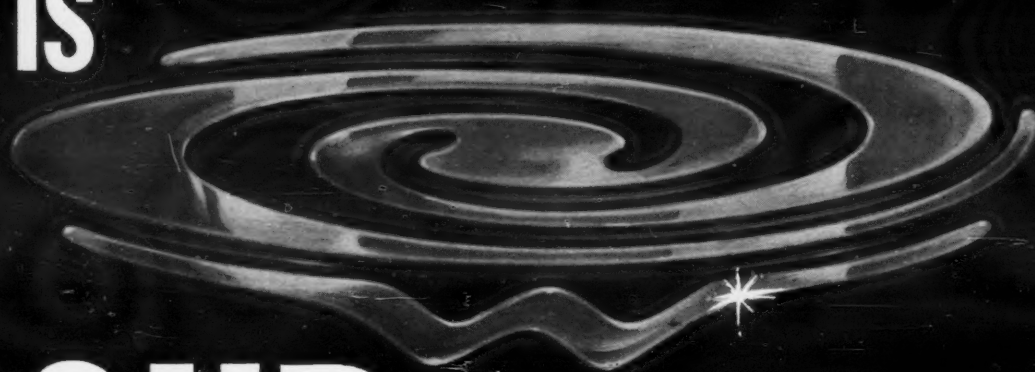


THROUGHOUT THE WORLD

# ADMIRAL<sup>®</sup>

JANUARY 9, 1961

# YOUR GREATEST ASSET IS



# OUR QUALITY PERFORMANCE

This is the new corporate identity symbol of Whirlpool. It carries our promise of quality performance in each RCA WHIRLPOOL appliance. It symbolizes the quality that pays off for you in satisfied customers. The kind who buy RCA WHIRLPOOL refrigerators because they're satisfied with RCA WHIRLPOOL washers... who tell friends, "You know it's good... it's an RCA WHIRLPOOL!"

We work hard at building quality performance in each of our appliances... we invest over 6,000,000 dollars a year in quality control... one Whirlpool employee in ten is engaged in checking quality. We do this so your business and our business can grow together... and grow profitably.



Manufacturer of RCA WHIRLPOOL Automatic Washers • Dryers • Washer-Dryers • Refrigerators • Freezers • Ice Cube Makers  
Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



# Collect Cash, Not Enemies

A "get tough" policy for collecting bills is tough on you. More often than not it loses customers. Here are 12 pointers for friendly, but effective collecting

There are two phases to any collection plan—giving the debtor the right attitude toward meeting his obligations and giving him the correct method for making the payments. The first six of these pointers deal with getting to the customer, the rest with getting to the money.

**(1) Understand the account first.** There are many reasons why people fail to pay their accounts—an overload of payments, temporary unemployment, emergency expenses are just a few. One collection procedure won't work for all of them. You're not trying to show how strong you are. You're trying to collect money. So use the method adapted to the individual problem.

**(2) Be personal in collecting.** Letters to delinquent clients have become so formalized they often mean nothing to the person receiving them. Turning form letters into personal notes will increase their effectiveness many times over. Include details of the customer's own account.

**(3) Help customers with their financial problems.** You deal with financing everyday, but many of your customers don't understand the simplest methods of getting themselves out of a financial problem. Giving them a little sincere advice will create a favorable atti-

tude in their minds toward paying the bill.

Often you can explain to your customers how they can pool all their bills into a loan from a bank or finance company with one reduced monthly payment.

**(4) Make sure the customer understands your position.** To many people, particularly the ones with money problems, you look like a financial giant. They forget that you have creditors too. A lagging account can often be perked up by simply explaining that you have bills to pay as well and they have to be paid promptly.

**(5) Appeal to their sense of fair play.** Most Americans don't want to take advantage of anyone else. They just have not stopped to think how unfair their failure to pay accounts is to the appliance dealer. Appealing to their conscience may stir debtors into settling.

**(6) Use after-hours for collection.** Calling on a customer in his home after work, when husband and wife can discuss the problem together, is another part of the personal approach to collecting. The head of the firm usually does a better job in this personal solicitation than any member of his staff. Knowing that they are dealing with the top man impresses customers.

Once you have impressed upon him the importance of paying his accounts, there are specific financing plans you can suggest to your customer.

**(7) Convert open accounts to installment contracts.** Many customers suddenly find themselves on reduced incomes or temporarily short of cash. In the past, they have always met their bills on an open contract, but now find themselves unable to cover their purchases. Suggest to them that an installment contract, which you can sell at a bank or finance company, is the way out of their problem.

**(8) Refinance high-payment contracts.** Some of your customers have simply overloaded themselves with payments. You can refinance the balance due and so get your money, make it easier for him to pay, and keep a happy customer all at the same time.

**(9) Don't overload your customers.** You want sales to bring in money, not to artificially balloon your volume. Investigate your customers' finances thoroughly. If a man has heavy obligations already, it won't do you any good to sell him anything more. You'll never get paid and only have yourself to blame for an unsettled account.

**(10) Don't use halfway measures.** You can't hold out candy in one hand, a hammer in the other, and expect to get anywhere. If you want to help your customers meet their

payments, don't add threats of legal action. But once you decide you have to get tough, follow through with it. If customers once see you don't mean to back up your statements, they'll string you along forever.

**(11) When lawyers are necessary, get the right ones.** A friendly, understanding lawyer can collect more successfully and keep good customers for you, than the gruff, threatening type. In the eyes of the customer, any lawyer you send represents your firm. He can help or hurt your reputation, so choose him carefully.

**(12) Finally, don't be afraid to ask for your money.** Dealers often feel they will anger their customers with requests for payment. But you will anger them more (and lose them) if you have to resort to the law.

The deliberate deadbeat or chiseler will not be bothered by these gentle collection techniques. With him you'll have to get as tough as you can. But in the majority of cases, these 12 pointers will provide an effective means of collecting your lagging accounts and still let you keep your customers.



"Powerful little motor, isn't it?"



## AMERICA'S FIRST "SECOND REFRIGERATOR"

Meet the Sociable Refrigerator-Cooler... exciting answer to a fast-developing demand for a solidly-built "second refrigerator" that **complements today's design for casual living!**

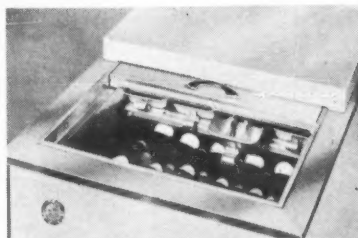
The compact Sociable, made by one of America's foremost manufacturers of commercial beverage cooling equipment, sparkles with sterling quality from top to bottom! Best of all, it retails at a most promotable price... under \$200.00!

CONTACT THE BEVERAGE-AIR REPRESENTATIVE, MORRISON HOTEL, JAN. 6 THRU 19 SEE THE SOCIABLE INDEPENDENT HOUSEWARES EXHIBIT - BOOTH 399K MORRISON HOTEL - JAN. 15-19

THE AMERICAN-MADE Sociable REFRIGERATOR-COOLER

### Look at these High Quality Features:

- COMPACT—requires floor space of only 21 x 26 inches.
- BIG CAPACITY—3.5 cubic feet of cooling area.
- RUGGED—½ HP hermetically sealed refrigeration unit.
- Gleaming stainless steel service top.
- Convenient, easy access slide top opening—no stooping.
- 8 lbs. of ice cubes every 2 to 3 hours.
- Caster legs and other smart accessories available.
- Choice of exterior finishes: 3 baked enamel colors, woodgrains and textures on Vinyl-clad steel.



**DEALERS:** Our Selective Distributors Plan assures a greater share of the market for you. Write or wire today for price list and details.

**SALES REPRESENTATIVES:** Several choice territories still open for men with experience in Home Furnishings Trade.

**BEVERAGE AIR SALES CO.**  
Box 1981 Spartanburg, S. C.

# NEW GENERAL ELECTRIC 19" PORTABLE

# \$159<sup>95</sup>\*

\*Slightly higher South,  
West, Hawaii and  
Alaska. UHF extra.

## BACKED BY A BIG PROMOTION...

- The Celebrity will be advertised nationally at \$159.95, with full profit for you.
- Ronald Reagan will introduce the new Celebrity Portable on February 19th and March 5th to the 22,000,000 viewers of the *General Electric Theatre*.
- LIFE Magazine. A full-page ad February 17th will announce the Celebrity to 32,000,000 readers.
- Extensive newspaper advertising in *your* area.
- Big local promotions featuring Ronald Reagan.
- Huge Ronald Reagan Point-of-Sale Display package to make your store the Celebrity headquarters.
- Full power transformer for easier, plus sales.
- Easily adaptable to UHF.
- Famous, nationally-advertised General Electric Daylight Blue Picture.
- Folding luggage handle.
- Slim styling—color molded, contoured back.
- Built-in uni-pole antenna.
- Deluxe STEP-UP Model: The Golden Celebrity Portable even more glamorous, with full array of step-up features that make step-up selling easy.





Model 202WGN.  
19-inch (overall diagonal),  
175 sq. in. of viewable picture.

## PACKED WITH BIG VALUE FEATURES

■ Premium offers sales closer; a handsome plaid carry-cover you can offer free with either the Celebrity or Golden Celebrity. Custom-made for faster celebrity sales.

■ Let the Celebrity star for you—see your General Electric Distributor and let him show you how you can put yourself in the new portable picture.

MEET THE CELEBRITIES IN PERSON—11th FLOOR, MERCHANDISE MART, CHICAGO  
See the other stars, too—full line of General Electric Entertainment Products—  
Television, Radio and Phonographs

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**  
TELEVISION RECEIVER DEPT., SYRACUSE, NEW YORK

YOUR personal BUSINESS

Next time your stomach is upset, remember this one: The American Medical Assn. reports that doctors removed a total of 258 objects from the stomach of a 56-year-old man in a Brooklyn mental hospital. The load weighed 3 lbs., 1 1/4 oz. Among the items: 26 keys, three sets of rosary beads, 16 religious medals, one beer-can opener, 39 nail files and 88 assorted coins amounting to almost \$20. Doctors at the hospital reported that despite the fact that a large amount of iron was oxidizing in his stomach, the patient was suffering a moderate anemia.

If you're interested in loans for small businesses—and the letters we've been receiving say you are—keep watching this column. We plan to run regular rundowns of the different kinds of loans available, who can get them and how. For instance . . .

One of the best sources a small businessman can turn to for a loan is the Small Business Administration. Not only does SBA make loans directly, but it also makes them jointly with banks or other private lending institutions. Purpose behind this service: To make financing on reasonable terms available to small manufacturers, wholesalers, retailers and service establishments, when they might have a hard time finding such financing on their own.

Who is eligible for an SBA loan. There are two different sets of requirements.

First, a business must qualify as a "small" one under the terms of the Small Business Act. The act defines a small business as one which is independently owned and operated and which is not dominant in its field. The act also authorizes the SBA, in making a more detailed definition, to use such criteria as number of employees and dollar volume of business. In general:

- A manufacturing concern is considered small if its average number of employees in the preceding four calendar quarters was 250 or fewer persons, and it's considered large if its average employment was more than 1,000. In between, the Small Business Administration makes its own decision.
- A wholesale concern is small if its yearly sales are \$5 million or less.
- Most retail and service trades concerns are small if their yearly sales or receipts are \$1 million or less.

The form of organization of a business—that is, whether it's a proprietorship, partnership, corporation or other form of business enterprise—has no bearing on the question of whether the concern qualifies as a small business.

Second, in addition to the small business criterion, you, as a loan applicant, must also meet these credit requirements:

- You must be of good character.
- There must be evidence that you have the ability to operate your business successfully.
- You must have enough capital in your business so that, with loan assistance from SBA, you are able to operate on a sound financial basis.
- The proposed loan must, under the Small Business Act, "be of such sound value or so secured as reasonably to assure repayment."
- Your business' past earning record and future prospects must indicate ability to repay the loan out of income from the business.

Those are the two requirements which you must meet to get an SBA loan. But there are a few cases where, even if you could pass on the above points, SBA would refuse you. See next week's column for a list of limitations. (If you can't wait, check with the nearest SBA branch office. They're set up to advise you according to your specific needs.)



"Got everything? Corkscrew, pocket flask, bitters, bromo . . . ?"

## A DEALER SALESMAN



***You Can Beat  
The Chiseler  
At His Own  
Specialty***

The way some customers are with price nowadays you have to be a horse trader more than a salesman. The set price for a piece of white goods or a TV has largely gone out the window and the salesman who gets the first price he asks is either lucky or lying.

**I have found that the chiseler, as he is affectionately referred to, is very often not a shopper and that he chisels for principle alone; i.e. to beat down whatever price he is quoted. This being so, you may have to start your quote high to give him the thrill of feeling that he is besting the salesman. For example, I have a TV that I sell for \$220. If I detect I have a haggler on my hands, I will start off with a price of \$250. He invariably will offer me \$190 or thereabouts. Naturally, I hem and haw but the chiseler presses in for the kill because he can see I am eager for the sale. We tussle back and forth. Finally, I offer to split the \$60 difference in our quotes. He is delighted because he has me where he wants me and gives me the order at \$220 which is the price I sell the set for to anyone without a struggle.**

**Occasionally, the gimmick of starting high with a chiseler has a unique twist.** There is one TV combination we have on the floor which is a knockout. However, the selling price is a bit high, about \$400, and I have been getting a fight on price from one person after another. Finally, it is getting me so groggy that in self defense, I am quoting \$500 which is about \$170 over cost to give anyone who wants plenty of margin to play with. One morning a guy walks in and I quickly size him up as a sharpie. He looks at a couple of sets with a sneer on his face, then asks the price of the combo. I say \$500 and brace myself. He says, "I'll take it."

Sometimes you may run into a chiseler who is coy—he wants you to make the first move. Do not be reluctant. Like this dame who comes in for a refrigerator. She finally comes down to one she likes and asks me the price. Since I have ascertained she has not shopped on this, I give myself a little room and quote \$270. Right away she says, "You can do better." There is no sense wasting time groping for a figure. I come right out with it. "Make me an offer," I say. She comes back with a price which is ten dollars above the price I usually get for the box and when we finish, she goes home to tell her hubby that she named her own price for the box just like all the neighbors say you can.

**Chiselers are not always as shrewd as they like to think they are.** I have a wizened character in the store negotiating a price on a range with me. He works me over with a bottom of the barrel offer of 90 bucks which is a mere twenty over cost. I agree since I am blank that day. He senses that I am hungry and not being one to lose an advantage says he wants two of them and offers me \$80 for each. I am so desperate I take it and start writing up the sales slip. He has me so upset that somehow I make a mistake in arithmetic. Two ranges at \$79.95 each, I figure to the customer, comes to \$189. Evidently, his multiplication is bad too. "Okay," he replies, and then vents his joy with a whoop, "I told my wife that even if I hadda go to ten stores I would get my price from one of you salesmen."

**ABOUT THE AUTHOR**—For reasons which become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.



# FOR 1961 ONLY WESTINGHOUSE INSTALLS IN JUST 60 SECONDS



RECOMMENDED BY A REPORT OF THE  
★ Guaranteed by  
Good Housekeeping  
NOT ADVERTISED THEREIN

When it comes to installation, the Westinghouse Mobilaire® has never had any real competition. The 1961 model doesn't either. Special window mounting frames make it the easiest to install—in any type of window. The Mobil-Cart accessory allows quick room-to-room movement. No lifting or carrying is necessary. The 1961 Westinghouse Heavy Duty line offers

**POWER** for cooling extra-large areas  
**PLUS** capacity for hot, humid climates  
**PENETRATION** for moving the cool, dehumidified air to the farthest corner

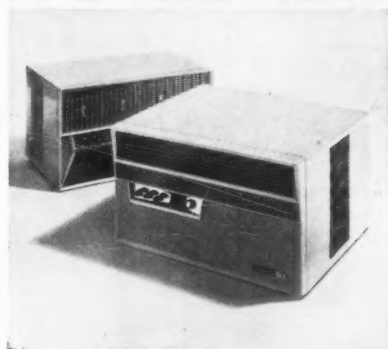
See your Westinghouse Distributor for all the facts. *You can be sure . . . if it's Westinghouse.*



Westinghouse Diamond Jubilee

For 1961, the Westinghouse line is more than improved . . .

## IT'S ALL NEW



The 1961 Westinghouse line has new, quieter compressors; new, rugged fan motors; new, high capacity blower wheels; new, larger cooling coils and trouble-free controls. In fact, there isn't much about the 1961 line that hasn't been completely re-designed.

For 1961, new exclusive fully automatic operation holds temperature within

## 3 DEGREES



The 1961 Westinghouse is the first fully automatic room air conditioner. Customatic Comfort Control—found only in the new Westinghouse line—automatically controls the flow of cool air as room temperature changes. Gives maximum dehumidification, too.

For 1961, only Westinghouse softens the sound to

## 1/2 NOISE LEVEL



Compare a Westinghouse with anything on your floor. You'll find Westinghouse far quieter. And the Heavy Duty models have twice the air velocity with half the noise level. For a demonstration, back away from it till you can barely hear it, and you'll still feel it.

# Westinghouse



See our 1961 line at the Mart · Space 11-122.

JANUARY 9, 1961

# TAGGED FOR

## NEW HOTPOINT ALL-FABRIC TOUCH COMMAND WASHER

*Amazingly Simple...Simply Amazing...  
It's All-Pushbutton!*

One look at the new 1961 Hotpoint Touch Command automatic tells you here's a washer designed for modern washing—and profitable selling. Set in its unique free-span control panel are pushbuttons for every washable, just touch the one that matches the fabric load, and Hotpoint takes over. Your customer gets proper wash and rinse times, temperatures and speeds for anything from diapers to delicate synthetics—automatically... at the touch of a single button. And Touch Command comes in distinctive new Windsor Gray! Sell up to the all-new Hotpoint Touch Command for 1961!

Check all these other powerful step-up features:

Automatic Dual Dispenser for  
bleach, rinse conditioner

Wrinkle-free washing for all  
fabrics

Full-time Underwater Lint  
Filter

3-Level Fill Control saves  
water on partial loads

Automatic detergent  
dispenser

4 Indicator Lights lets you  
see progress of wash cycle

Distinctive New Free-Span Design!



Custom Crest Pair  
Models LW195 - LB195

ONLY HOTPOINT GIVES YOU  
SUCH A COMPLETE LINE

*and every model is  
ALL PORCELAIN  
inside and out!* →

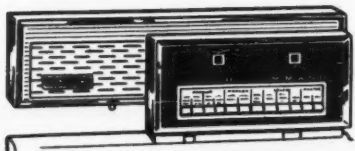
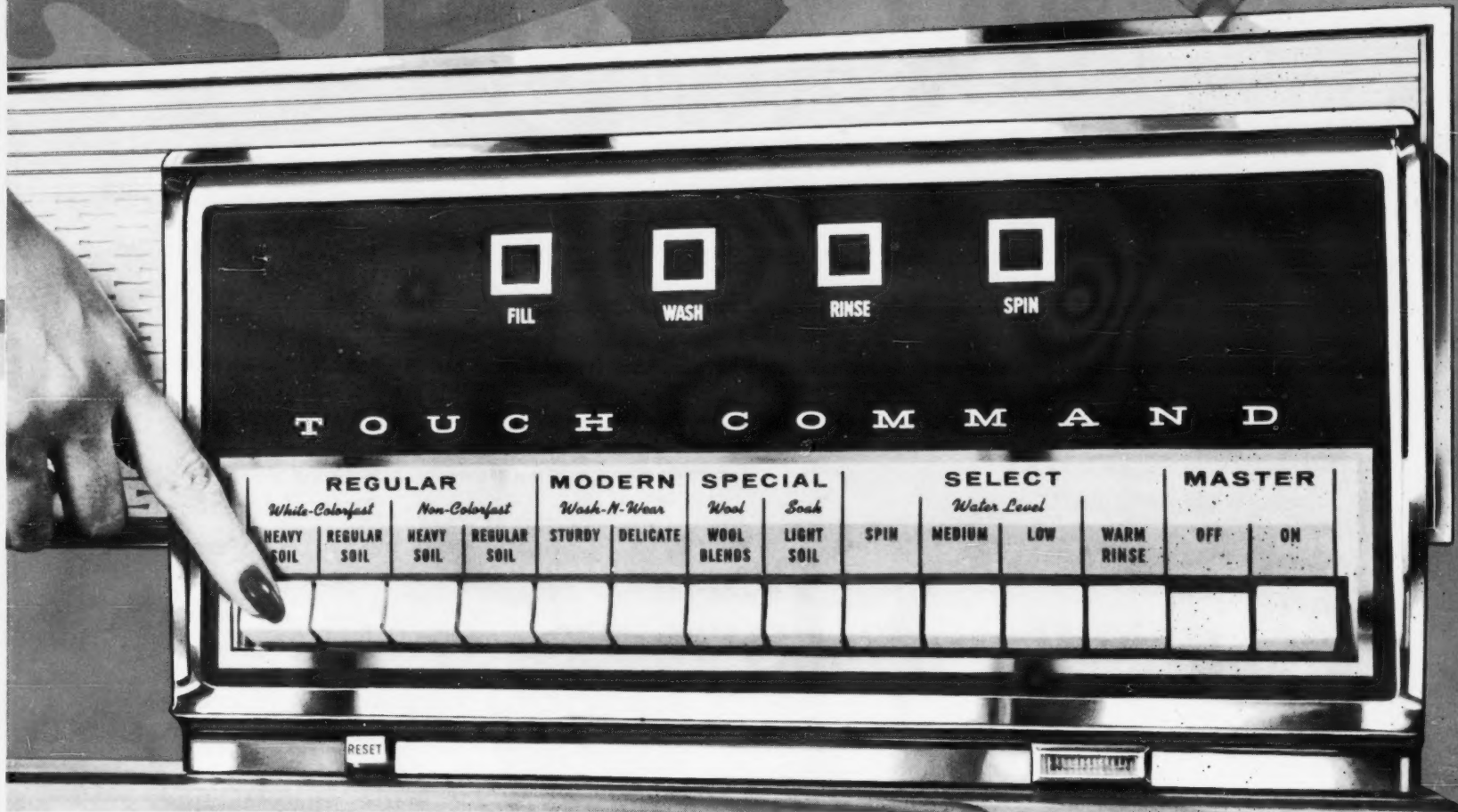
# Hot



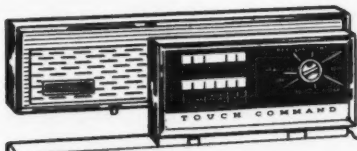
A Division of General Electric Company  
Chicago 44, Illinois



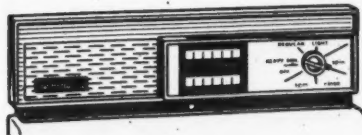
# R Profit!



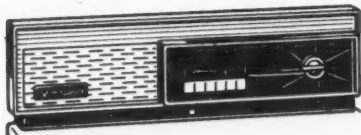
Model LW190—Touch Command all-pushbutton washing with Free-Span styling.



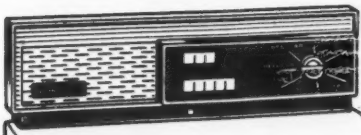
Model LW180—Touch Command pushbutton and 3-cycle dial control ... with Free-Span styling.



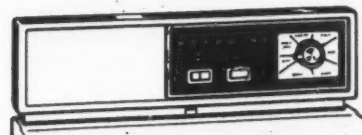
Model LW170—Four-speed flexibility plus 6 combinations of water temperatures.



Model LW160—Two wash and spin speeds plus full selection of water temperatures. Available with Suds-Stor Water Saver, Model LW1606.



Model LW141—Six combinations of water temperatures, 3-way partial load control, 3-cycle dial.



Model LW140—Pushbutton water temperature selection, partial load control. Available with Suds-Stor Water Saver, Model LW1406.

# point

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS  
DISPOSALL® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

# BREAKTHROUGH!

**NOW...**

**You can offer LUXURIOUS V-M QUALITY  
To the Big Price-Conscious Market!**



**NEW V-M Model 806**

Stereophonic High-Fidelity Phonograph Console with Diamond Needle!

Only **\$159<sup>95</sup>** List\*



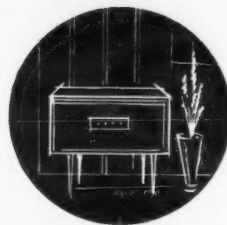
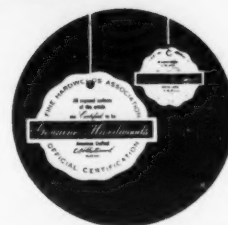
**V-M makes price-conscious prospects a big, additional-profit market for you!**



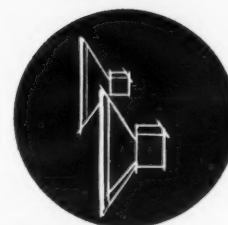
**Genuine Diamond Needle!**  
(Big V-M Value)



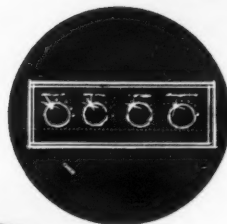
**Certified Genuine  
Hardwood Walnut Finish!**  
(Big V-M Value)



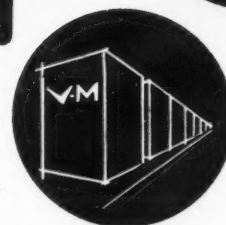
**Smart Stereo Styling  
Perfect for Apartments,  
Smaller Homes!**  
(Big V-M Value)



**Quality Stereo Speaker  
System! Includes two,  
heavy-duty 8" speakers**  
(Big V-M Value)



**Astonishing Performance  
Characteristics!**  
(Big V-M Value)



**Now In Production!**  
(Profit Immediately from this Big V-M Value)

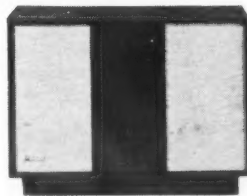
**V-M OFFERS INCOMPARABLE QUALITY For The Low-Priced Console Market!**



MODEL  
803

**V-M Stereophonic High-Fidelity  
Phonograph Console**  
Genuine DIAMOND NEEDLE!  
Beautiful Certified Mahogany  
Hardwood Cabinet

List\* **\$199<sup>95</sup>**



MODEL  
805

**V-M Stereophonic High-Fidelity  
Phonograph Console**  
Genuine DIAMOND NEEDLE!  
Magnificent Certified Walnut  
Hardwood Cabinet

List\* **\$229<sup>95</sup>**

\*Slightly Higher West.

the **Voice**  of **Music**®

V-M CORPORATION • BENTON HARBOR, MICHIGAN





**FIFTEEN-FOOT STORE** is sandwiched in a block of small stores. But the Curtos think advantages of small unit outweigh the problems inherent in a big highway store.



**INSIDE THE "PUP" STORE**, operation is handled by one man, Bart Pati, who was once key salesman at Curtos's main store. Already, firm has a trained salesman ready to step in as Pati's assistant when volume justifies two-man operation.

## This Dealer Is Growing By Adding 'Little' Stores

Find a substantial market, pick a little store, staff it with one good man. That's the formula which Curtos's of Yonkers, N. Y., is using to boost its overall volume to an ultimate goal of \$2,000,000 a year

The one man is manager Bart Pati. He was once a key salesman at Curtos's downtown Yonkers store, an over-a-million operation.

The "little" store is a 15x100-ft. unit at 146 North Main, Port Chester, N. Y., population 30,000. It's 15 miles, as many minutes, from Yonkers, can draw on up to 70,000 prospects.

**Sales have clipped along at \$20,000 a month since May.** That means Pati will bring volume in at the quarter-million figure owners Mario and Joe Curtos project for this pint-size or "pup" unit.

**Pricing is stiffly competitive.** Korvette, S. Klein, and Friendly Frost on Central Ave. and Masters in Elmsford affect all Westchester. Local competitors cannot be ignored. So Curtos gives itself two years to solidly entrench itself with its new customers. Even so, it expects to net 5% this year.

**It's a coldly calculated pattern with the Curtos.** They feel the squeeze is on. They must grow to survive. Their aim is \$2,000,000 in sales to reduce their per-unit cost.

"Above that figure our efficiency and costs will not change materially," says Mario Curtos, "no matter what we do."

**Faced with the need to expand, the question became "Where?"** The highway, particularly Central Avenue, offered high-volume traffic. But the Curtos felt this customer was highly

transient. Also breakeven on the highway would be stiffer. They considered a 60x120-ft. highway location on two floors, with parking for 25 cars. Cost would be \$400 a day, including advertising. It would have taken four men to run it.

"We would need 80 major sales a week to make our nut in a place like that," says Mario Curtos. "In Port Chester it costs us about \$400 a week. That means selling about 13 pieces a week."

**Ingenuity kept move-in costs down.** The Curtos talked the landlord into modernizing the storefront and decorating. They spent about \$240 on new fluorescents which run the length of the ceiling. Some \$200 went into conduits and 50 outlets for TV and majors, but that earned Curtos's free rent for the first two months. Another \$250 went for flexible wall fixtures, now used for table TV, stereo, radio, vacs and other small items. They got four distributors to turn loose their display artists to splash the walls with color and design.

**Costs will stay tight.** Monthly rent will run \$300. Another steady outlay will be \$125 a week on advertising.

"You must let people know you're there," says Mario Curtos, "and what you're selling."

He uses the "Port Chester Daily Argus," a Macy chain paper. Plans are all long-range, to hit the market steadily, impress the public, get customers into the store, keep them coming

back. The Curtos think in terms of a two-year program.

Selling rounds out the total impact program. When Port Chester's volume can support a \$160-a-week salesman, Curtos's has one ready.

**This may be the first of several small units in downtown locations.** The Curtos are already looking around for others.

One possibility would be somewhere between Yonkers and the new unit. Port Chester is too far for service, must buy it as it needs it on a local basis. A store between would allow centralization of the service operation.

Other possibilities are further north in Westchester County, but close enough for control. Any additional units would improve advertising rates. The Macy papers blanket the county. Even though Curtos's uses the chain in Yonkers as well as Port Chester, separate papers are necessary to cover both markets. With a third or even a fourth store, local papers would still do the job. But each additional paper improves the rate structure.

**The total objective is to improve volume without creating logistical headaches.** "What we want," says Mario Curtos, "are locations where we can become important and increase our volume. The low overhead downtown store is ideal for that purpose. You can't get clobbered too badly. If you open, and business doesn't come, you get out before you get hurt. If the store clicks, you're on your way."

# World's first dryer with



One of the 3 baffles in the dryer drum containing the electronic "fingers".

The dryer that combines  
electronic precision with  
Maytag dependability...

# MAYTAG



# Electronic Control

**Feels clothes with 72 electronic fingers,  
measures moisture in the clothes, turns  
itself off when they're dried exactly right**

---

***CLOTHES COME OUT SOFTER, NEED LESS IRONING,  
BECAUSE WRINKLES ARE NEVER BAKED IN***

---

For the first time clothes can be dried automatically without losing their natural moisture. That's because this new Maytag with electronic control knows exactly when to shut itself off. How does it work? The baffles are wound with 24 moisture-sensitive coils that "feel" the clothes constantly. At just the right moment, it shuts itself off.

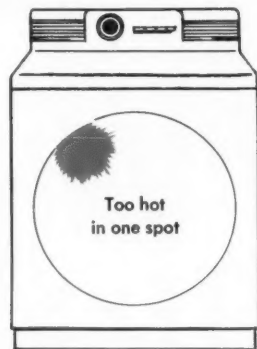
And the Maytag Electronic Control Dryer is also

a Maytag Halo of Heat® Dryer, thus combining precision electronic control with Maytag's gentle low-temperature drying.

It's new. It's exclusive. It's the biggest selling news in dryers since their invention. Contact your Maytag Regional Manager or Distributor or *The Maytag Company, Newton, Iowa.*



(Maytag does this)



(Other dryers do this)

**Illustration shows how NEW MAYTAG HALO-OF-HEAT DRYER with electronic control surrounds clothes with gentle, even heat. Eliminates harsh "hot spot" found in other dryers.**

# MAYTAG

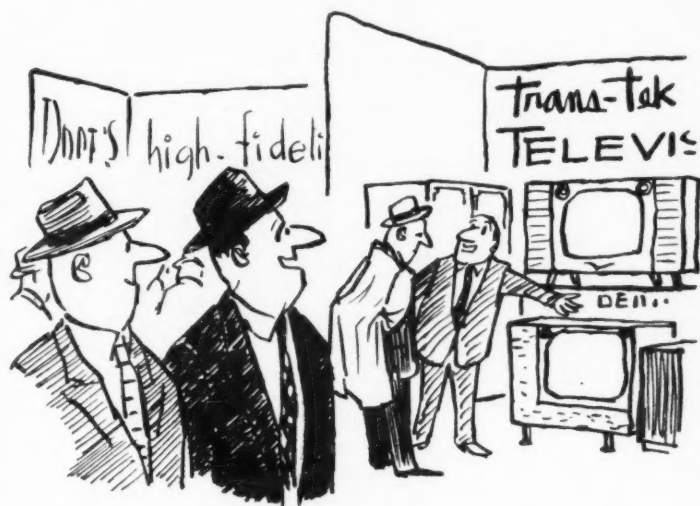
# Rodriguez LOOKS AT THE APPLIANCE SHOWS



"Psssst, Mac, Japanese air conditioners, 39 bucks a piece . . ."



"Dear, instead of going through all this bother, why don't you get drunk right here in town?"



"There's Barton of Center Appliance. If that guy only knew Barton's practically in receivership . . ."



"The show was terrific. I ran into George Belknap, Fred Conway and Vic Brassels at the hotel. Jim Grossman and his wife were there—oh, Buck Massey and Greg Belli said to say hello. Arnold Bowers and Maxie Brink were there as usual and of course you remember Bill Frazer . . ."



**AGAIN in 1960  
ZENITH LEADERSHIP  
GROWS and GROWS!**

**MORE ZENITH UNIT  
SALES IN 1960  
THAN IN RECORD-  
BREAKING 1959!**

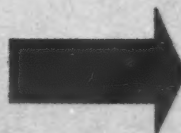


**L. C. TRUESDELL**  
*President*  
**ZENITH SALES CORP.**

**THANKS, ZENITH  
DEALERS**

*L. C. Truesdell*

***Greater Unit Sales Than Ever***





HERE'S PROOF Quality Performance

**ZENITH**

FIRST AGAIN  
IN TV Despite  
Industry Decline

OVER A MILLION  
Top Even 1959's



**ZENITH**

LEADERSHIP  
GROWS IN  
RADIO...

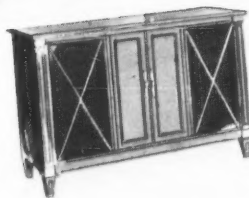
"MILLION PLUS"  
Top 1959's More



**ZENITH**

FULL  
STEREO\*  
SALES UP!

1960 ZENITH  
Break



☆ BASED ON UNIT SALES TO DEALERS



and Features Pay Off In EXTRA SALES

# ZENITH TV SALES<sup>☆</sup>

**Million Record** SHARE OF INDUSTRY TV  
SALES AT ALL-TIME HIGH

# 1960 RADIO SALES<sup>☆</sup>

than a Million and  $\frac{1}{4}$  Radio Sales

# FULL STEREO<sup>\*</sup> SALES<sup>☆</sup> UP!

1959's Record High Sales

*\* Self-contained units*

**ZENITH**

*The quality goes in  
before the name goes on*

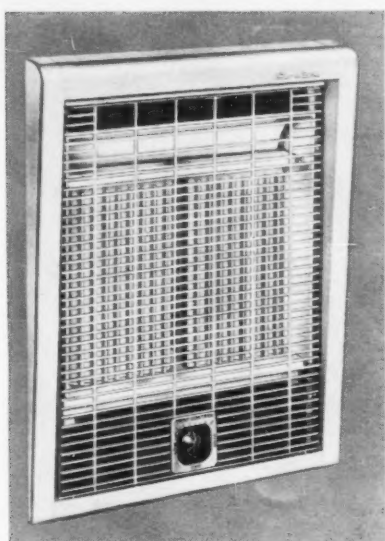


ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA, LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 42 years of leadership in radionics exclusively.

# NEW PRODUCTS

## FEATURES THIS WEEK

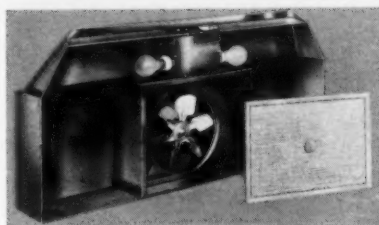
General Electric 1961 fans and new drapery control  
 • Caloric gas range • gas disposers by Calcinator and Dispozmaster • Landam faucet water heater • Preway mobile home air conditioner



### CAVALIER Wall Insert Heater

Totally enclosed elements are featured on the new Cavalier wall insert heater CW-2-J. The safe new elements have nickel-chromium wire embedded in cordierite ceramic; they are warranted against burnout for 10 years. When heated, this enclosed element gives a red glow. It is easy to clean. The enameled grille lifts out and the solid aluminum reflector is hinged at bottom to tip forward for easy cleaning.

Thermostat is liquid filled, sensitive and trouble free; the sensitive bulb is placed at bottom under a double baffle to give accurate temperature control. A surface mounting adaptor kit provides simple, economical installation. **Cavalier Corp., Chattanooga 2, Tenn.**



### LEIGH Range Hood

The new 5200 series range hood recently unveiled by Leigh has a 2-speed high-pressure fan that develops enough power to overcome static resistance of long runs of 3¼x10-in. duct.

The 8-in. fan delivers 215 cfm against 1/10-in. of static pressure. This is roughly equivalent to exhausting all the air in a 10x12x8-ft. kitchen in about 4½ min. through a

15-ft. run of 3¼x10-in. duct with 2 sharp turns.

It can be ducted out the back or top. Knockouts are provided in both locations.

The hood itself retains the basic styling features of the regular line. Corners taper for free cabinet door swing; control panel is centered up front and has 2 pushbuttons (1 controls the motor, the other turns the 2-bulb light on and off). Hood comes completely prewired. Giant 10x14-in. aluminum filter washes clean in sudsy water.

Comes in 4 sizes: 24, 30, 36 and 42 in. wide; in a choice of 3 finishes: stainless steel, coppertone and Tripl-Cote chrometone—an acrylic finish resembling stainless steel. **Leigh Building Products, Div. of Air Control Products, Inc., Coopersville, Mich.**

### TAPPAN Adds Base Cabinet

Tappan now offers a base cabinet specially designed and built for the Tappan Fabulous 400 range.

The cabinet is 28 in. high, 24 in. deep and 40 in. wide.

The cabinet doors compliment and are in line with the oven doors on the range. The left hand door is designed with a lazy susan shelf arrangement that opens out with the door. The right hand compartment is large enough to allow the storage of large pans and cereal boxes. A condiment box and towel rack is mounted inside the right hand door.

Either metal or wood panels can be mounted on the door frames. The door handles will match the oven door handles on the range. **The Tappan Co., Mansfield, Ohio.**

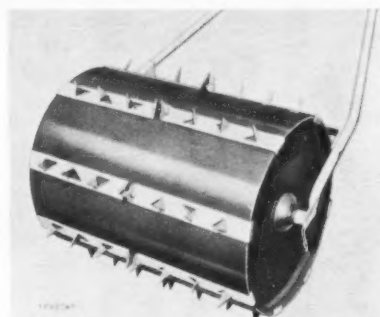


### MOTO-MOWER Garden Products

Top of the wheeled goods group is a 30-in. Deluxe lawn spreader which reduces amount of walking necessary to spread seed, fertilizer or weed killer. It has a 75-lb. capacity. A 20-in., 50-lb. model and a 15-in., 25-lb. Super spreader also available. Two Super lawn rollers in 24- and 20-in. widths have smooth-rolling, oil-impregnated bearings, 1-piece tubular steel handles and extra-wide scraper blades. A removable side plug on each permits adding water or sand ballast. A set of aerator attachments to fit on 24-in. roller is extra.

Deluxe wheelbarrows, in 3.5- and 3-cu.-ft. capacities for home owners, have pressed-steel trays.

A 4-cu.-ft. Super lawncart designed to tip forward flush with ground for



SUPER LAWN ROLLER WITH AERATORS

raking in leaves and grass, cannot be tipped over when loaded.

Prices, 30-in. spreader, \$22, other models \$16.90 and \$9; rollers \$21.54 and \$13.98; Lawncart, \$10.38; wheelbarrows from \$10.50. **Moto-Mower, Inc., Sub. Dura Corp., 625 S. G. St., Richmond, Ind.**

### CALORIC "Compacto 30" Gas Range

Caloric announces the introduction of a new "Compacto" gas range.

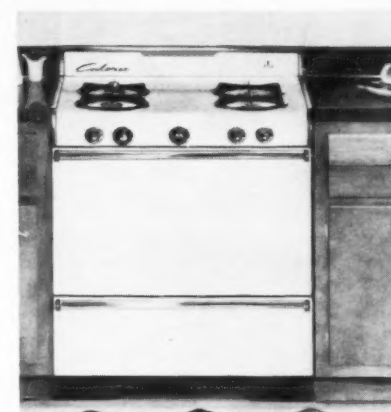
Combining burner units and oven in a floor-supported counter unit, the new Caloric "Compacto 30" offers advantages of built-in units without requiring supporting cabinets.

These new ranges are 30 in. wide, and are available in black, white, coppertone, yellow, pink or turquoise.

They feature a full-size lo-broiler, automatic oven-broiler ignition, waterfall top with dripless edge, and a 24x20-in. oven equipped with a "Keep Warm" system permitting temperatures down to 140 degs.

The units are also available with Thermo-Set top burners providing automatic temperature control.

Because they require no supporting cabinets, the new Caloric ranges are



said to substantially reduce installation costs. **Caloric Appliance Corp., Jenkintown, Pa.**



### G-E Drapery Control

Drape-O-Matic, No. MT-1, an automatic drapery control, fastens to the wall or window frame with 4 screws; can be concealed behind the drapery; plugs into any outlet; permits setting draperies at any desired point by pushbutton control; for use with existing traverse rods and operating cord. Price, \$29.95. **General Electric Co., Automatic Blanket and Fan Dept., Bridgeport, Conn.**

### GENERAL ELECTRIC 1961 Fan "Specials"

Three new 1961 "special" G-E fans have been introduced, and will be available at retail in January.

One of the "special" fans is a 2-speed 20-in. roll-around fan, No. P-5, adjustable in height from 45 to 58 in. The fan will tilt to a full 360 deg. on the stand and has a pushbutton switch; it has a NEMA circulating rating of 3500 cfm.

No. W-16, a 2-speed, 20-in. portable with pushbutton switch, has 3500 cfm circulating, 1500 cfm ventilating.

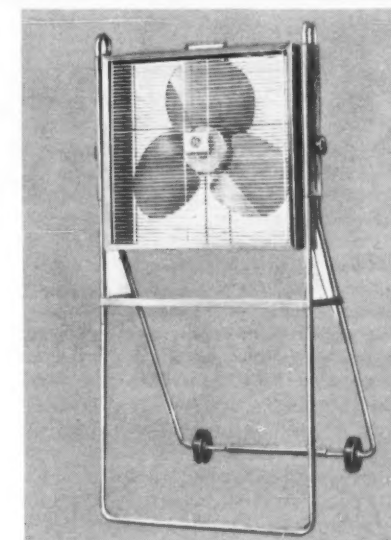
No. W-17, a 2-speed electrically reversible 20-in. portable with the same ratings.

All have trimline styling in spruce blue and white, protective grill guards, a front guard that snaps out for easy cleaning.

The regular line will feature the same fans currently in line, including LW-1 ventoglide filter fan; W-15 custom automatic 20-in. filter fan; 20-in. automatic fan; electrically reversible portable fan; electrical reversible window fan; electrically reversible portable twin fan; 20-in. portable fan; portable roll-around fan; floor circulator; all-purpose fan and 3 oscillating fans.

The floor circulator, F-3, electrically reversible window; W-9, all-purpose; A-2, portable twin; T-4, are available in spruce blue and white.

Prices, No manufacturer's prices on the 3 "specials"; S-107, 10-in. oscillating fan has been changed from \$18.95 to \$19.95; all others remain the same as 1960. **General Electric Co., Automatic Blanket and Fan Dept., Housewares & Commercial Equipment Div. Bridgeport, Conn.**





is  
it!

# FREE

# SELLING CENTER WORTH \$26 PLUS

**PLUS  
SPECIAL  
EXTRA  
DISCOUNT  
ON  
WESTINGHOUSE  
DEHUMIDIFIERS!**

It's your biggest deal on the biggest selling dehumidifier of all! Get a handsome hard-metal, hard-selling display stand plus animated lithographed display (worth \$26) *free* with the first four dehumidifiers you buy! Plus an *extra* discount on every unit! So buy now . . . Sell the easiest to Sell . . . and make more! Remember, you can make more profit per square foot of floor space on Westinghouse Dehumidifiers than on any other appliance! *You can be sure . . . if it's Westinghouse.*

# Westinghouse





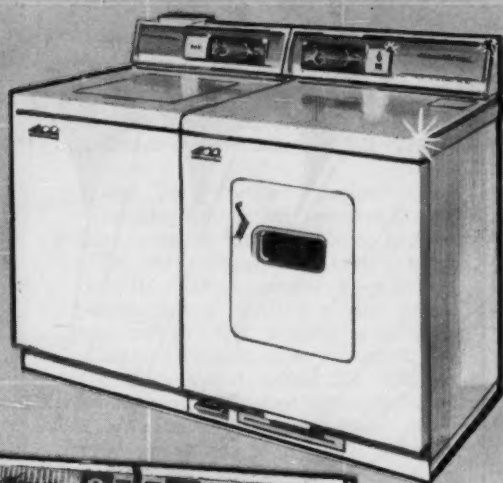
remember...  
the famous Hamilton  
“woman-on-the-stairs”?

She *introduced* the most exciting new appliance of our time—  
the Hamilton dryer. Today—as she has for over  
two decades—the Hamilton “woman-on-the-stairs”  
symbolizes the relief from washday drudgery enjoyed  
by over a million satisfied Hamilton customers.

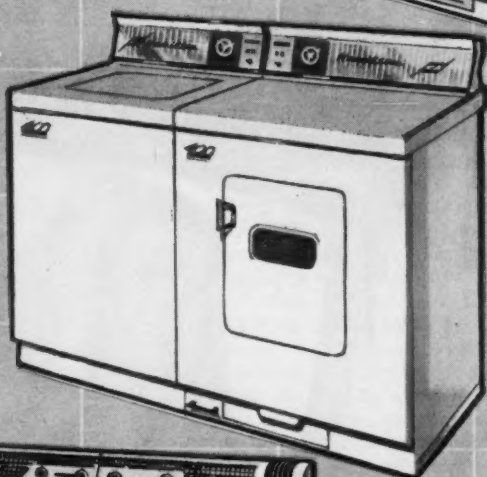
HAMILTON PROGRESS—HAMILTON SALES—MOVE ONLY IN ONE DIRECTION—UPWARD

more than ever before  
you'll move up





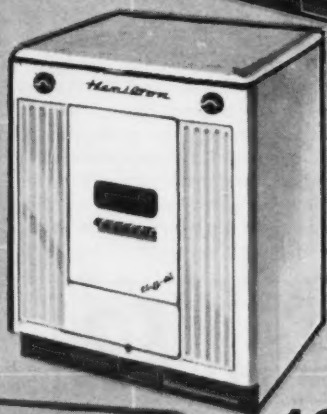
**1961**—promises new and steady increases for Hamilton dealers, with the laundry equipment line that features significant performance features and remarkable freedom from service worries. See them, compare them—then proudly feature them, as the quality laundry equipment of all time.



**1959**—with sales mounting fast, and dealer-distributor profits fully protected—Hamilton proudly delivered its one millionth dryer.



**1953**—the efficient new Hamilton automatic washer joined the already-famous gas and electric dryers.



**1946**—right after the war—Hamilton put its brilliant new dryer into national distribution—a big, new breakthrough in freedom from usual washday drudgery.

**1938**—Hamilton developed and introduced the original automatic dryer, changing the concept of home laundering forever.

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WIS.

with ***Hamilton***  
in '61

## Sylvania "drops in" 3 new Reflection-Free TV's



... to give you today's only full line of Reflection-Free TV

Just in—and just great! With these three new beauties added to the Sylvania TV line, you've got Reflection-Free TV to please *all* your customers *all* the time. 19" and 23" models! Portables, table models, vertical and horizontal consoles! Every popular furniture style, every popular finish at very popular prices! Get aboard the high-flying Sylvania Reflection-Free TV line.

Ask your distributor why dealers coast-to-coast rate **SYLVANIA NO. 1 FOR PROFITS.**

- 1 **NEW! Reflection-Free 23" Deluxe Console 23C43** (Diag. measure, 275 sq. in. viewing area) • "Satin finish" shatterproof safety screen • Woodblend HaloLight®—blends with the picture when set is on, blends with cabinet when set is off • New Super Distance Tuner • Fine-Furniture finish to match mahogany, blonde or walnut. Hardwood top • Swivel base.
- 2 **NEW! Reflection-Free 23" Slimline Console 23C40** (Diag. measure, 277 sq. in. viewing area) • "Satin finish" shatterproof safety screen • New Super Distance Tuner • Cabinet beautifully finished to match mahogany, blonde or walnut furniture. Hardwood top. Casters.
- 3 **NEW! Reflection-Free 19" Table Model 19T11.** (Diag. measure, 174 sq. in. viewing area) • "Satin finish" shatterproof safety screen • New Super Distance Tuner—increases fringe-area picture-pulling power up to 45% • Compact Slimline cabinet finished to match mahogany, blonde or walnut furniture.



**Ordinary TV** reflects light from lamps, windows and floors. Can be difficult to watch.

**Sylvania TV** gives you a Reflection-Free picture—so much clearer and easier to see.

Quality you can bank on in TV, Stereo High Fidelity and Radio.

Sylvania Home Electronics Corp., Batavia, New York

# SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**







## DISPOZMASTER Garbage Disposers

Three new models, 70, 90 and 120, feature extra-size cutter blades, stainless steel grinding sleeves, corrosion-resistant metal alloys, full 1/3-hp motors.

No. 70 "unitized design" with super grinding action, features heavy-duty, compact unit simple to service.

No. 90 "sound cushioned" extra capacity has increased hopper capacity; special floating rubber sound cushion in the 2-piece aluminum mounting ring absorbs vibration.

Custom sound sealed No. 120 has an aluminum die-cast outer housing; continuous feed or single load; minimum rough-in 6½ in.; 13½ in. long; standard sink opening 3½ to 4 in. **Harvill Corp., 6251 W. Century Blvd., Los Angeles 45.**



## PREWAY Mobile Home Air Conditioner

The Mark Zero, a 23,000 Btu mobile home air conditioner is announced by Preway. The unit measures 23½ in. wide, 46 in. long and 14 in. high and is attached to the bottom of the coach on mounting centers. It is constructed on a heavy-duty steel channel frame, equipped with a Tecumseh 2-hp compressor and a ¼-hp motor plus 2 additional motors and fans. No. 1890 is available for top discharge with 9½x9½-in. outlets; for 230v ac single phase 15 amps. It is in 1 piece, completely hermetically sealed at the factory, to assure permanent connections within unit. It maintains temperatures of 80 degs. inside the coach when the temperature is 95 degs. outside, with a 750 cfm air circulation, which is equivalent to a recirculation of the air within a 55-ft. coach approximately every 6 min.

The unit can be used in connection with any make of furnace, though designed as a companion of the Preway Mark III oil, Mark VII gas furnaces. **Preway Inc., Wisconsin Rapids, Wis.**

## ROBERTS Introduces Air Purifier

A negative ion generator and air purifier unit is being introduced by Roberts Electronics.

The Roberts Electronic air purifier negative ion emitter comes in a soft sandalwood-color cabinet with brushed gold escutcheon plate and control panel. The entire unit weighs 5 lbs. for portable room-to-room use.

Specially engineered twin negative ion emitters have been built into the unit. Design consists of a special circuit which operates in conjunction with an ion emitting alloy coating on 2 metal surfaces which, when irradiated by ultraviolet, send forth negative ions into the filtered air stream. The activated charcoal filter contains a dust-pollen-allergen filter element which in combination with the activated charcoal element eliminates



from the air 90% of the smoke, odors, smog and a high percentage of airborne bacteria.

It has twin germicidal bulbs which help sterilize the air after it passes through the filter. The soft blue glow, apparent as soon as unit is turned on shows germicidal, air-sterilization activity going on inside unit.

**Price, \$39.95. Roberts Electronics Inc., 829 N. Highland Ave., Los Angeles 38.**

## NUSAUNA Steam Cabinet

Designed for home use, the Nusauna cabinet offers refreshing, Finnish-style steam vapor baths to stimulate circulation.

Cabinet and door are molded Fiberglass, each a single, seamless piece. Fittings are stainless steel and aluminum to eliminate rusting and corrosion. Cabinet accommodates a large man, yet will pass through a 26-in. doorway. Thermostat controls quick-heating steam generator which plugs into 115v outlet and provides to 4 hrs. continuous operation; water consumption averages about 30 oz. per hr. No plumbing is needed.

Choice of pink or green with a white door. Weighs 49 lbs.; 29 in. wide. **Price, \$199.50. Battle Creek Equipment Co., Dept. 246, Battle Creek, Mich.**



## CALCINATOR Gas Disposers

Calcinator Imperial features multi-flame burner with a new non-linting pilot; new improved automatic controls with built-in timer; 100% shut-off and pilot filter; tip-toe door opener opens further with automatic lid closer; cabinets and doors are completely insulated with foil faced Fiberglas; even-flo air circulation; twin cyclonic built-in smoke, odor and fly ash eliminator; fingertip easy glide, push-pull grate with integral remove-all dump section; new special gasket-sealed top door prevents smoking at lowest chimney drafts; reflecto metal floor baffle; sta-put adjustable leveling legs; high temperature silicone baked enamels; standard, deluxe models. **Calcinator Corp., 28th & Water St., Bay City, Mich.**



## LANDAM Improved Faucet Water Heater

Improved Landam faucet water heater weighs 24 oz., is small enough to fit in palm of hand yet at flip of a switch it gives hot water or cold water from a water faucet. It screws on to the faucet for a leakproof connection; at the same time the metal-to-metal contact provides an electrical ground. You get a continuous flow of hot water as long as you want from the moment you turn it on, yet the automatic thermostat prevents the unit from over-heating.

It is completely sealed with Epoxy resin and is immersionproof.

A new 3-wire cord with grounding plug is standard equipment.

Now gives hot water just under boiling for instant coffee, tea, chocolate, soup, yet provides varying tem-



peratures of hot water for washing hands, face, shaving, dishes, etc.

It costs about 5¢ an hour if used continuously.

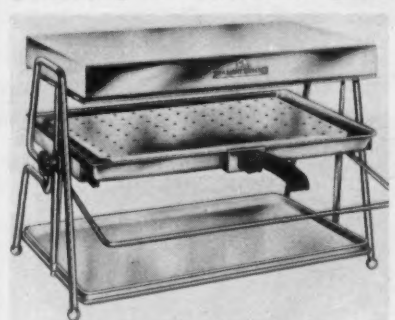
Suitable for office, factory, cottages, cold water flats, service stations, garages, stores, farms, etc.

**Price, \$27.50. Landam Products Corp., 43 Allenwood Rd., Great Neck, N. Y.**

## MONITOR Radiant Queen Broiler

Monitor's Radiant Queen broiler cooks with quartz providing any degree of charcoal-broiled crispness on outside while retaining all natural juices. Can be used indoors or outdoors, even at dining table.

Featuring an electrified quartz



cooking element, flameless, smokeless, spatter-free, plus the absence of metal or glass oven-type walls, the broiler is easy to operate and easy to clean. An automatic touch bar control gives perfect adjustment in raising or lowering the grill tray closer or further away from the quartz cooking surface. Locking wheels hold the grill tray in exact position selected. The cooking element is self-cleaning.

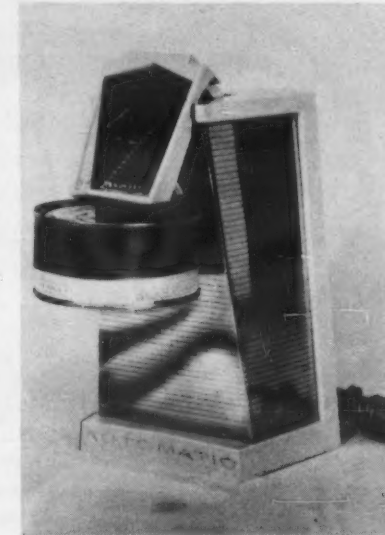
**Deluxe rotisserie model** can barbecue 2 large-size chickens, a 10-lb. turkey, family-size ham, large rib of rolled beef or a leg of lamb or rolled pork. **Price, standard model, \$59.95; Deluxe rotisserie model, \$89.95. Nationally distributed by Monitor Equipment Corp., 640 W. 249th St., New York 71.**

## ROTO-BROIL Can Opener

Valor No. CO-1 automatic can opener in white styrene and chrome opens all sizes and shapes cans; a safety flip-top conceals cutting mechanism which consists of a hardened tool steel blade and 20-tooth, milled can rotator. It also controls and actuates the Valor. At conclusion of operation, the flip-top lifts and tilts by itself, permitting food juices and liquids to drain into the can, and allows convenient removal of the lid held by a magnetized lid holder.

A clutch release and an automatic can leveling device prevent jamming; permits opening even dented cans.

Designed for wall or table operation without additional accessories. **Price, \$24.95. Roto-Broil Corp. of America, 33-00 Northern Blvd., Long Island City, N. Y.**





# Amana® has the quality, that homemakers want

**YOU OWE IT  
TO YOURSELF  
to see and compare**

**Amana®**  
*Quality-Built Products!*



Model FF-125—Total capacity 16.8 cu. ft. Holds 168 lbs. of frozen food.

**9 MODELS IN ALL!...with a range of sizes and features  
to fit the needs and budgets of every family**



Only the new Amana Free-O'-Frost Freezer-plus-Refrigerator offers these most-wanted features: (1) Fast, efficient Contact Freezing that is up to 2½ times faster than ordinary methods... with even-zero temperatures that keep food fresher, safer, longer. (2) Frost-Magnet system stops frost before it forms! No defrosting ever! Models also available with Amana Automatic Ice-Maker.

*A profit-minded dealer should compare all brands. Here's what to look for:*

**Compare the Brand Name!** Backed by a century-old tradition of fine craftsmanship... Amana has built its leadership on quality. It is known by consumers everywhere as the prestige quality line. No other brand can equal the quality acceptance of Amana.

**Compare the Styling!** Amana leads the industry in tasteful, functional living design. Superior design you can actually feel with the die-cast convenient door handle... or see with the changeable Amana Decorator Panels. These are available in wood finishes and a new *do-it-yourself* panel that can be painted or papered to harmonize with selected kitchen decor. A year hence, or whenever desired, a kitchen can be given a new look simply by changing the panels. Amana is so advance-planned it will look and function beautifully for years to come.

**Compare the Features!** Amana is years ahead in providing homemakers with features that are more convenient, more practical, used the most. The recently released nation-wide User's Report will prove to you that Amana Free-O'-Frost Freezer-plus-Refrigerators have more of the features homemakers want. Only Amana (no other make) can offer both Contact Freezing that's up to 2½ times faster than ordinary methods plus the exclusive Frost-Magnet system that ends defrosting. Exclusive Contact Freezing and Frost-Magnet are also available in the Amana Free-O'-Frost Freezer, the world's most triumphant freezer achievement.

**Compare the Consumer Acceptance!** Amana sets the standard that customers use to compare home refrigeration products. When customers shop and compare... Amana inevitably gets the sale. Research records of actual owners show that when customers had shopped leading brands and had seen and heard the Amana story—8 out of 10 bought an Amana Freezer-plus-Refrigerator.

**Compare the Backing!** Amana is pre-sold for '61 with the strongest, hardest-hitting national magazine campaign. Ads in top-circulation publications... appearing with such frequency that one out of every two adults will be told why they should see Amana before they buy!

## **NATION-WIDE USER'S REPORT SHOWS Amana FREE-O'-FROST FREEZER-plus-REFRIGERATORS Best-Planned...Most Convenient!**

- Full depth wall-to-wall shelves provide more shelf space, offer glide-out convenience for easy accessibility to all foods.
- Milk storage space holds four 1-gallon bottles conveniently at table-top height at ideal storage temperature.
- New scientifically-designed meat keeper with perfect storage temperature—avoids food odor transfer—removable for easier use and cleaning.
- Amana's exclusive Stor-Mor door with removable egg trays, temperature controlled butter keeper, cheese keeper, tilt-out fruit bin, and many more most-wanted features.

**ASK YOUR AMANA DISTRIBUTOR FOR THE USER'S REPORT  
... MOST EFFECTIVE SALES PRODUCER IN THE INDUSTRY!**



# the saleable features

*(and important extra-dollar dealer profits)*



## **Amana FREE-O'-FROST FREEZER** **World's Most Triumphant Freezer!**

Features both fast, efficient Contact Freezing that's up to 2½ times faster than other methods... plus exclusive Frost-Magnet that prevents frost from ever forming in the freezer or on food!

**MODEL FF-16**—Holds 557 lbs. frozen food. Total capacity 15.9 cu. ft.

## **Amana STOR-MOR FREEZER**

*Guaranteed to outperform all others!* Features exclusive Stor-Mor Door that holds a month of meals alone. Automatic inventory control—first package in is the first to be used.

**MODEL S-23**—Holds 791 lbs. frozen food. Total capacity 22.6 cu. ft.

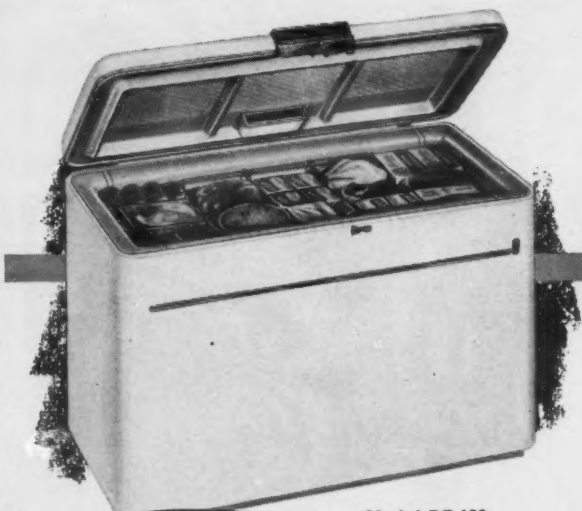
## **Amana DELUXE FREEZERS**

Unmatched in features and value! Famous Amana quality. Deluxe Door stores a month of meals.

**MODEL D-13**—Holds 452 lbs. frozen food. Total capacity 12.9 cu. ft.

**MODEL D-18**—Holds 612 lbs. 17.5 cu. ft.

**MODEL D-23**—Holds 701 lbs. 22.6 cu. ft.



Model DF-180

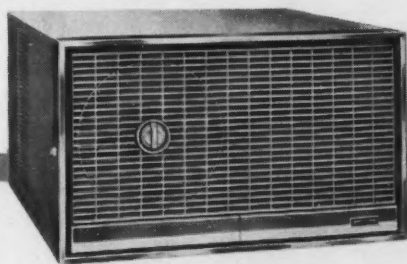
**Deepfreeze.**  
HOME FREEZERS

The most famous name in chest type freezers—**MADE ONLY BY AMANA!** Holds up to 18% more food. Lowest cost per cubic foot ever!

**MODEL DF-110**—Holds 385 lbs. 11.0 cu. ft.

**MODEL DF-180**—Holds 609 lbs. 17.4 cu. ft.

**MODEL DF-240**—Holds 833 lbs. 23.8 cu. ft.



Amana Year 'Round Room Air Conditioner.

## **Amana** **ROOM AIR CONDITIONERS** **AND HEAT PUMPS—24 MODELS**

A model for every type and size of home or small business. Ranging from 7000 to 23,000 BTU's in distinct line series that offer automatic temperature controls, new instant mount for easy installation, models that heat as well as cool—all manufactured to meet the highest Amana standards of performance and dependability.

## **SPECIAL NOTE:**

*For the prospective Room Air Conditioning dealer.*

If you want to be a real factor in 1961 sales, and be able to function competitively—**YOU SHOULD IMMEDIATELY INVESTIGATE Amana's PRE-SEASON PROFIT PLAN.**

Are you interested in a trip next year?

**BE SURE TO ASK ABOUT AMANA'S TRIP PROGRAMS.**

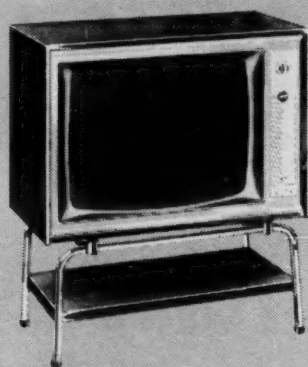
# **Amana®**

*...Backed by a Century-Old Tradition  
of Fine Craftsmanship*

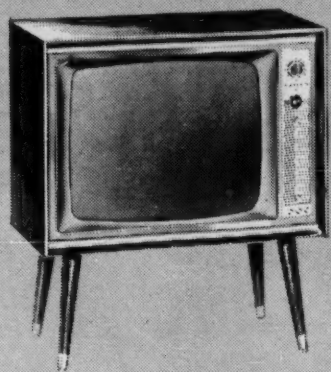
AMANA REFRIGERATION, INC. • AMANA 16, IOWA



***When Philco moves in  
... your TV troubles move out***



**MODEL 4323E.** Cool Chassis reliability in an ebony finish table cabinet at a popular price.

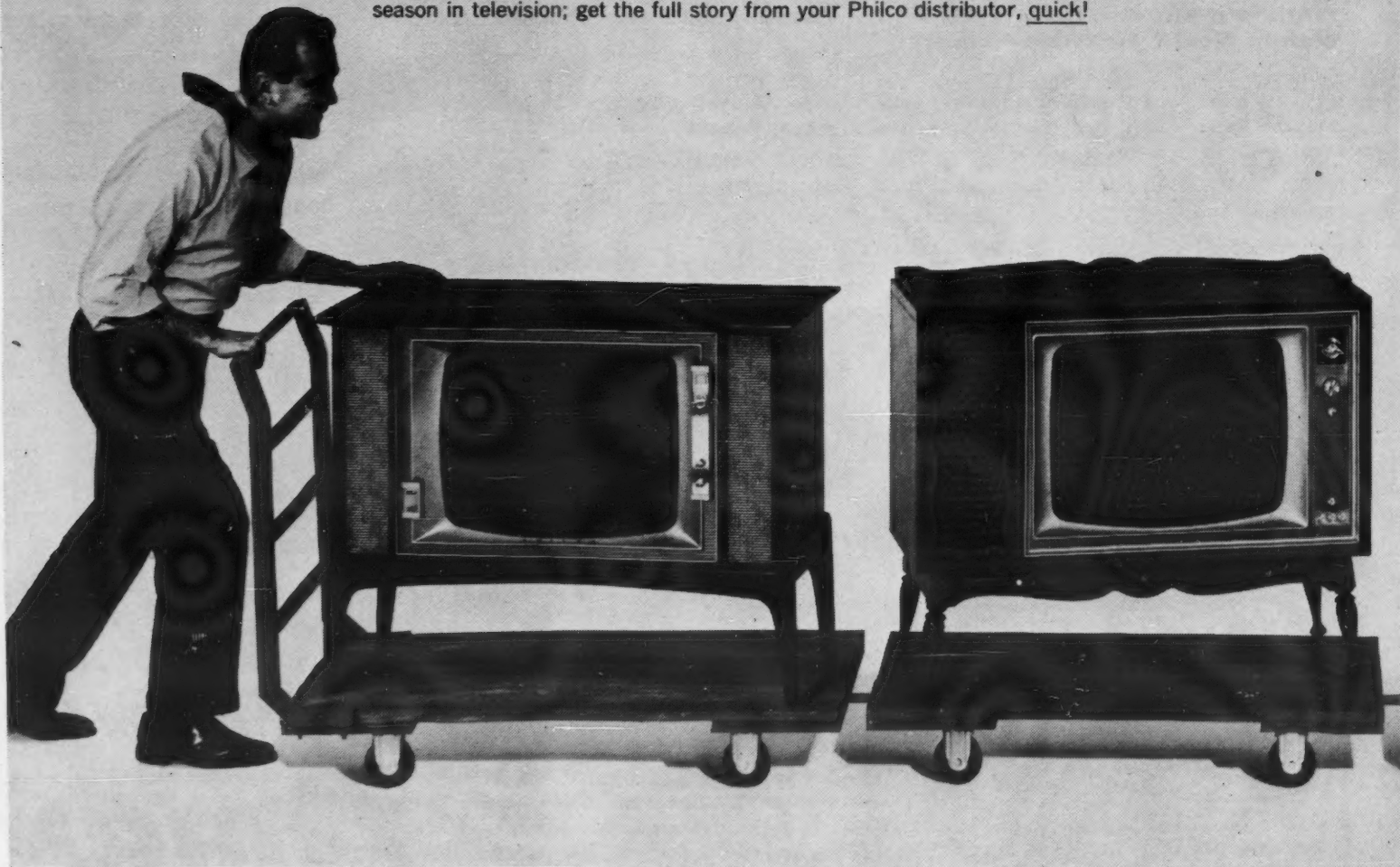


**MODEL 4324.** Outstanding value in a console with tapered legs. 23 in. overall diagonal screen.

**PHILCO** (patented construction) **COOL**

***greet the New Year with New Models for***

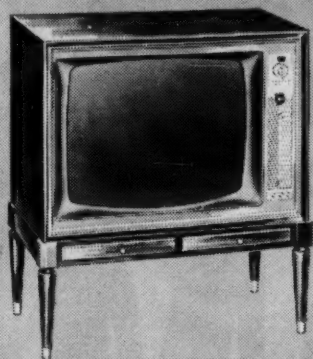
Philco Cool Chassis . . . "beats the heat the major cause of all TV breakdowns" . . . 76% longer TV life . . . this was the exclusive, patented contribution of Philco research to television reliability and performance. And this was by far the most dramatic, most convincing, most profitable sales story of the year to quality-minded customers. Philco dealers have it again, exclusively, for the Spring of 1961, plussed up with new models, greater values, fresh sales appeal. It's the big profit opportunity of the season in television; get the full story from your Philco distributor, quick!



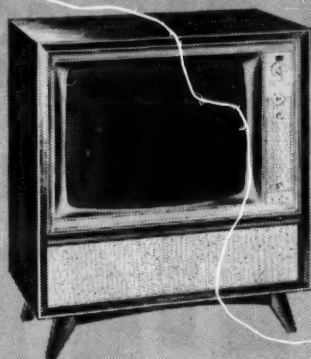
Cabinets of Genuine Hardwoods and Veneers built to highest quality standards in popular Lowboy design. Model 4838W illustrated

Choice of Provincial, Danish, Traditional in fast-selling Horizontal cabinets and preferred shades of genuine wood veneers. Model 4821C illustrated

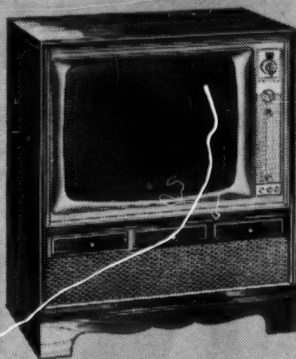




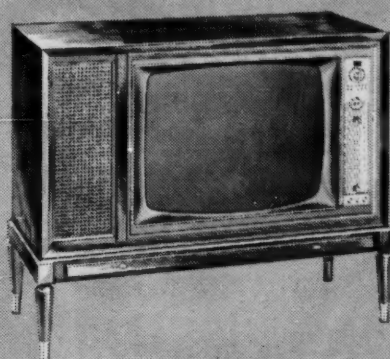
**MODEL 4805M.** New off-the-floor design with permanently attached legs. Choice of three finishes.



**MODEL 4811.** Luxurious upright 23 in. console, 20,000 volts regulated picture power, leading value.



**MODEL 4813M.** Genuine hardwoods, a rare feature of console cabinets in this price range.



**MODEL 4821M.** The long, low look in a console of mahogany finish hardwoods and veneers. Quality throughout.

# CHASSIS TV

**1961 Spring Television Profits!**

**Nothing Outperforms Philco Cool Chassis TV!**



Hardwood Consoles at popular prices in full choice of styles and finishes. Model 4813C illustrated

Compacts and Portables Priced for Traffic. New Cool colors, fresh sales appeal, full performance. Compact 3700; Portable 3208, illustrated

Patented Cool Chassis Construction insures reliability in performance in popular Horizontal furniture design. Model 4821 illustrated

JANUARY 9, 1961



New for 1961 from

World's First Refrigerator with

# CUSTOM TAILORED

The Right  
Place

Right  
Temperature

Right  
Humidity

**FOR EVERY**

Now, Philco opens the door to new foodkeeping convenience, beauty, safety! For 1961, Philco Refrigerators offer *Custom Tailored Cold*, compartments with scientifically controlled temperature and humidity for every kind of food. No refrigerator before has ever gone so far or done so much to preserve food freshness and flavor; it's perfect foodkeeping, at last . . . and only Philco has it! Your Philco distributor has the full story; see it, hear it!

### Custom Styling

In style and color, too, the 1961 Philco has the Custom Tailored Look. Every model at every price is completely new, completely modern and can be sold for free-standing or custom installation in the kitchen!

### Wedgwood Blue Interior

Today's newest and most fashion-approved color—Wedgwood Blue—enhances the interior of every 1961 Philco Refrigerator. It's the custom-color to harmonize with modern kitchen decor.



"Only Philco has it!"

**FOR THE MOST ADVANCED  
IN REFRIGERATORS**



# PHILCO

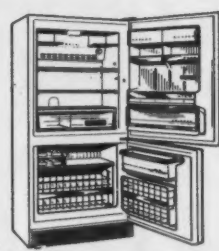
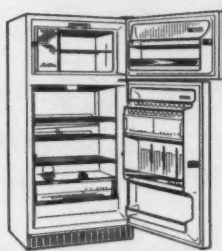
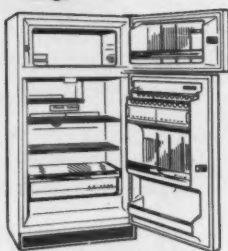
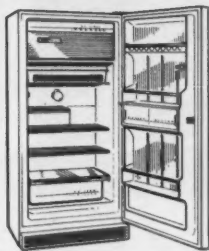
# COLD

## KIND OF FOOD!



**PHILCO  
FRANCHISE FOUR**

**puts  
profits  
on your  
floor**



Yes, everything you need to insure and protect your profits is in the 1961 franchise package for the authorized Philco refrigerator dealer. It begins with the Philco Franchise Four, just four models for your floor that enable you to sell (and sell up) every feature of Custom Tailored Cold in the full 1961 Philco line . . . Air-Wrap, No Frost,

Convertible, Custom Styling, Wedgwood Blue Interiors and all the rest. And then, special introductory deals and brand new extended terms practically guarantee your profits for 1961. Don't make a move until you've heard the full story from your Philco distributor . . . it's worth waiting for!

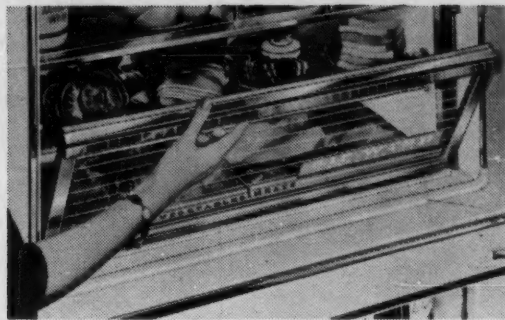
**Get the Philco "Four on your floor"**

**FEATURES  
... YOU NEED**

# PHILCO



*Famous for Quality the World Over*



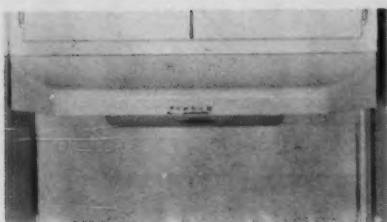
**EXCLUSIVE AIR-WRAP.** This new kind of custom tailored cold keeps foods fresh longer than ever before in a refrigerator. Meats up to 11 days. Vegetables up to 14 days. Leftovers up to 10 days. No wrapping, no covering needed. Air-wrap alone gives the best protection known.



**EXCLUSIVE PHILCO CONVERTIBLE.** It's the world's first refrigerator which users can convert to suit their needs, with the flick of a switch. FLICK—it's a refrigerator-freezer combination. FLICK—it's ALL refrigerator. Ideal for families that own freezers. Ideal for those that don't.



**EXCLUSIVE PHILCO NO FROST SYSTEM** gets rid of all defrosting problems in the freezer as well as the refrigerator. So effective, there is no frost ever on frozen foods . . . thanks to Philco's exclusive 3-way protection—with Arctic Blast air circulation, Frost Eliminator and Frost Barrier.

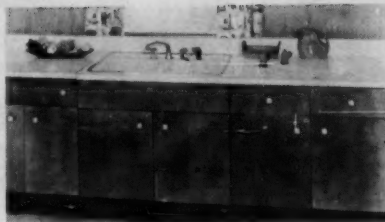


### TAPPAN Range Hood

This deluxe vent hood with special dual-vent is specially designed with the motor and 5-bladed fan mounted on a swivel bracket. It may be vented vertically or horizontally. A cover comes with it for closing the opening when vent is not in use. Comes in 6 colors: copperloy, turquoise, yellow, pink, white or silvertone; in 30-, 36-, or 42-in. width. The Tappan Co., Mansfield, O.

### ARTISAN Organ Kit

"Regal" 3-manual do-it-yourself home organ kit contains 64 stops, 61 note manuals, 32 note pedal board; is 29 in. deep. Component unit kits can be purchased 1 at a time. Electronic Organ Arts, Artisan Hall, 4949 York Blvd., Los Angeles 42.



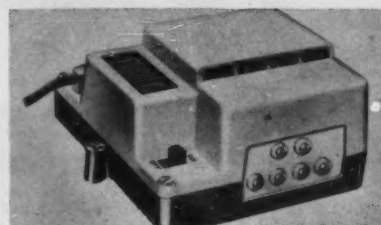
### TAPPAN Sinks

Tappan announces single (21x24-in.) or double bowl (21x32-in.) sinks in color harmony: white, pink yellow, turquoise or copperloy.

They are made from 14-gauge deep drawn enameling steel, porcelain enamel chip-resistant finish of acid-resisting titanium and are made in conformance with all applicable FHA-VA and PHA specifications. The Tappan Co., Mansfield, Ohio.

### BRIEFS

**Jerrold Electronics** announces a coupler with amplification for better TV-FM reception in the multi-set home. Model HSA-43 amplified 3-set coupler can feed any combination of up to 3 TV or FM sets from a single antenna source. It is especially designed for feeding 1 FM and 2 TV sets from the same antenna. A single tube and special circuitry supply a minimum of 5 db gain on all TV-FM channels from 2 outputs and unity gain from a 3rd output in the newly designed HSA-43. Its built-in isolation and match prevent set interaction and ghosting. Input and output impedances of 300 ohms permit use of twin lead. Serrated washer terminals; die cast case finished in brown and beige. Price, \$29.95. Jerrold Electronics Corp., 15th and Lehigh Ave., Philadelphia 32.



"Homelighter" is a photoelectric switch that turns home lights on and off automatically, at nightfall offering protective indoor and outdoor lighting control. Simple to operate, it is placed near a window with photoelectric "eye" facing the light. The lamp is plugged into Homelighter adapter and the adapter into the nearest wall outlet. It has a 1000w lamp load rating which permits control of several light fixtures. Outdoor lights can also be controlled by connecting the Homelighter to a centrally located indoor switch, actuating the porch or garage light, an outdoor post lantern or even the lawn sprinkler. Price, \$13.95. Vericontrol Associates, 72 Main St., Yonkers, N.Y.

**Clear Beam's** slim-line indoor antenna, designed to blend with new TV styling, offers 4 section telescoping dipoles which extend to a full 36 in. for reception of black, white or color TV plus FM reception. As models H6M and H6B the new unit is offered in blonde and mahogany finish. Clear Beam Antenna Corp., Canoga Park, Calif.

**Sylvania** announces a "Panescent" nite-lite switch plate that will glow for more than 5 years at a cost of less than 5¢ a year. The switch plate contains a "Panescent" lamp that produces enough light to be visible through the white plastic covering on the lamp. When switch is turned off the light is activated and provides light. When switch is turned on, the lamp is extinguished. The lamp in switch plate produces light over entire surface of metal panel by principle of electroluminescence. Price, \$2.49. Sylvania Electric Products, Div., General Telephone & Electronics Corp., 730 3rd Ave., New York 17.



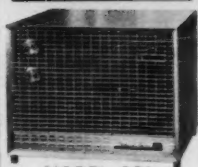
Dramatic new idea in portable air coolers...

## TravelAire VERTICOOL FURNITURE-STYLED COOLERS



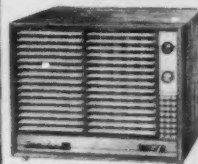
The most exciting news in portable coolers... slim, smart, VERTICOOL styling! Custom-designed to fit among furniture. Self-standing... no table required. Luxurious walnut-grained finish of tough water-proof vinyl on galvanized steel. America's most beautiful portable coolers with eye-appeal that rings up sales!

4 MARKET-PLANNED  
MODELS PRICED  
\$39.95 to \$89.95



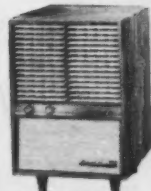
MODEL 831  
PERSONAL  
COOLER

\$39.95



MODEL 861  
DELUXE  
PERSONAL  
COOLER

\$49.95



MODEL 961  
VERTICOOL  
ROOM COOLER

\$69.95

METALAIR  
PRODUCTS  
DIVISION  
McGraw-Edison  
Company  
550 So. 15th Street  
Phoenix, Arizona

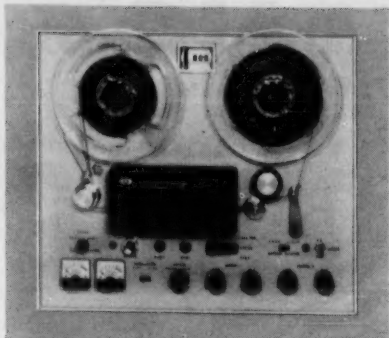
BOOST SUMMER PROFITS with the hottest selling line in portable cooler history! Pretested customer-choice styling! Established quality leadership! Full markups across the board! Sales-clinching features include: Automatic adjustable thermostat, 3-speed operation, patented Pivotrol all-direction grille, germ-proof Corobex self-purifying filter, hidden Tilt-Back water trough, separate pump and blower motors. All this, plus the most complete advertising and marketing program in the industry, to bring you greater sales and larger profits! GET YOUR SHARE WITH TRAVELAIRE! See your wholesaler or write!

SEE ALL 4 MODELS AT THE HOUSEWARES SHOW...BOOTHS 1263-1265

(All prices shown are Manufacturer's suggested lists)

*TravelAire*<sup>®</sup>  
The greatest name in portable air coolers





## CONCERTONE Stereo Tape Recorder

American Concertone's new Reverse-O-Matic 4-track stereo tape recorder permits playing an entire reel of quarter-track tape without attention.

Reverse-O-Matic 505-4R performs all functions of the normal 4-track recorder and playback machines as well as the new automatic reverse feature, giving up to 1½ hrs. continuous stereo play when used at 7½ ips, or 3 hrs. at 3¾ ips. It features 2 separate 4-track playback heads, 1 for each direction of tape movement; 3 hysteresis motors, which when used for the reeling application, give maximum smoothness of tape motion by elimination of "cogging."

Now a complete 4-track stereo tape can be played through from 1 end to the other and back again with no degradation in performance, no changing of reels, no buttons to push, thereby doubling unattended quality stereo listening pleasure.

Concertone also is introducing its Kit No. 540 for conversion of 4-track versions of the Concertone 505 to permit automatic reversal. American Concertone, Inc., 9448 W. Jefferson Blvd., Culver City, Calif.

## SKIL Garden Line

Skil Corp. has expanded its garden tool line to include 2 models each of shrub grass shears and a hedge trimmer in bright yellow.

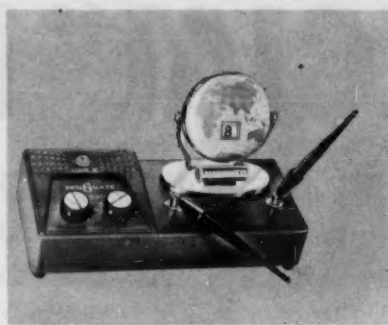
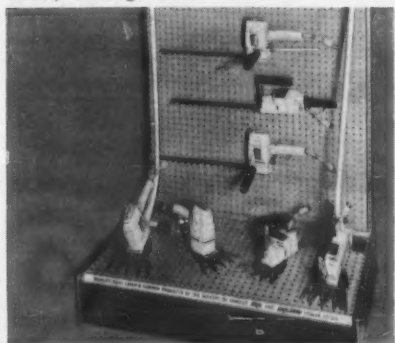
**Deluxe No. 531 shear** features the Skil-designed scissor action blades that won't throw stones, sticks or dirt, and allows trimming flush to walls and right up to tree trunks without gouging; can cut under fences and other spots no other trimmer or shear can.

**Heavy-duty No. 529 shear** with same scissor-action features has a built-in clutch that protects motor and gears; extra powerful motor; rugged gears for continuous use in heaviest work; balanced top-handle design.

**Deluxe No. 527 trimmer** features scalloped tooth design for cleaner cutting in heavy growth; nearly 15 in. long, it weighs 4½ lbs.

**Heavy-Duty No. 513 trimmer** features spiroid gears; built-in clutch protects gears and motor; runs cool in continuous performance; balanced top handle.

**Prices**, Deluxe shear and trimmer, \$34.95 each; heavy-duty models, \$44.95 each. Skil Corp., 5033 Elston Ave., Chicago 30.



PENMATE NO. PMR-1

## HARLIE Radio-Phonos

Harlie announces a 6-transistor radio-desk set, Pen-Mate, a 4-speed portable transistor radio-phono and a transistor phono.

**Pen-Mate features 6 transistors** plus diode superhet radio in a desk set

which provides a perpetual calendar and 2 ball-point pens in individual swivel pen holders. It also includes an earphone jack plus earphone for personal listening. Operates on 4 pen-lite batteries; has cherry wood case with top-grain cowhide available in a choice of brown or black leather with polished brass trim. The calendar shows date, month and day. The Pen-Mate is packaged in a gold foil gift box with a slip-off wrapper.

**No. TRP-761 radio-phono** operates on 4 standard "D" flashlight batteries; features a 7-transistor plus, germanium diode superhet radio; it plays all size records and has 4 speeds, a flip-over dual sapphire cartridge and separate bass-treble control.

**Phono TP-461** operates on 4 "D" flashlight batteries, plays all size records and has 3 speeds; has flip-over dual sapphire cartridge and

separate bass-treble control.

**Prices**, Pen-Mate, \$49.95; TRP-761, \$59.95; TP-461, \$39.95. Harlie Transistor Products Inc., 195-02 Jamaica Ave., Jamaica 23, N.Y.

NO. TRP-761



# nothing succeeds like Magic Chef Operation Success

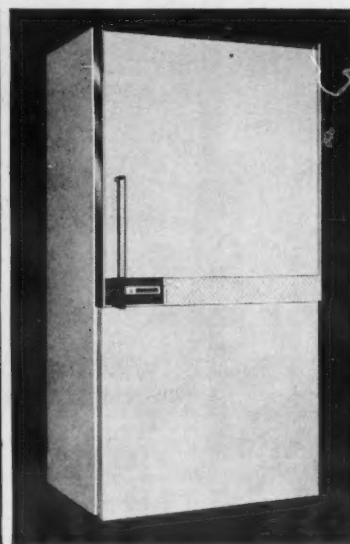
OPERATION SUCCESS is underway... a dynamic program destined to gain further success in sixty-one for new MAGIC CHEF, INC., for the all-new expanded MAGIC CHEF line and for you... the MAGIC CHEF dealer! OPERATION SUCCESS is the theme of a vigorous new corporation determined to achieve industry leadership; it is exciting product expansion introducing new MAGIC CHEF ELECTRIC RANGE and FREEZER lines; it is an intensive, aggressive merchandising program including national and local advertising, complete retail promotions and premium programs. The goals are high; the profits great! OPERATION SUCCESS will achieve them! OPERATION SUCCESS begins with the totally new, greatly expanded line of MAGIC CHEF appliances. Take a close look...



New MAGIC CHEF presents a completely new line of Gas Ranges: the widest line in MAGIC CHEF history from competitive starting numbers to high-end models.



For the first time, MAGIC CHEF presents a complete ELECTRIC RANGE line! 20, 30 and 36-inch models in three styling groups.



Today, MAGIC CHEF offers you a complete line of MAGIC CHEF FREEZERS—Frostless Freezers, Chest Freezers, Refrigerator-Freezer Combination.



OUR SUCCESS CAN BE YOUR SUCCESS! MAGIC CHEF and its dealers are headed for profitable appliance merchandising in 1961. To share in this success, contact MAGIC CHEF, INC., Cleveland, Tennessee, or see us at market...

# MAGIC CHEF

SPACE 11-116 MERCHANDISE MART

# 3 NEW "SPECIAL" FANS FROM GENERAL ELECTRIC

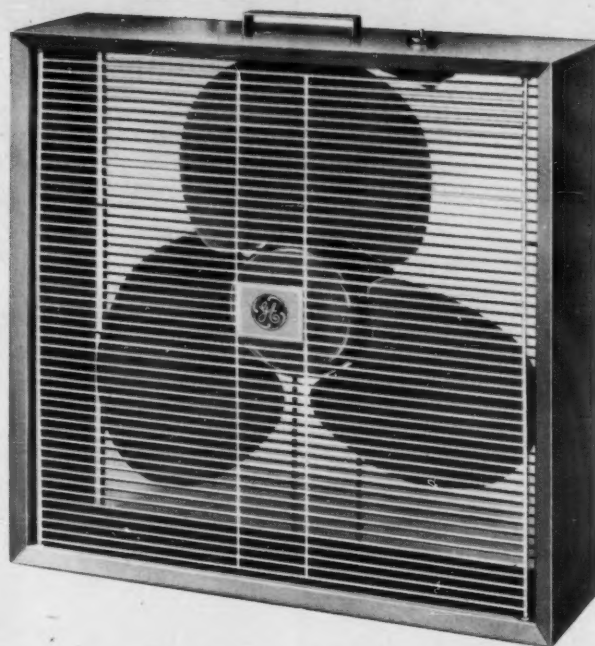
## Now, you can sell General Electric Fan Quality at rockbottom prices

Whoever said that opportunity knocks only once didn't see this ad. Here, opportunity knocks *three* times.

For, whether you use these quality General Electric Fans as leaders to perk up early season fan business . . . or to build store traffic . . . or as the first rockbottom step up the price ladder to the regular General Electric line—these "special" fans are sure to mean *more profits for you!*

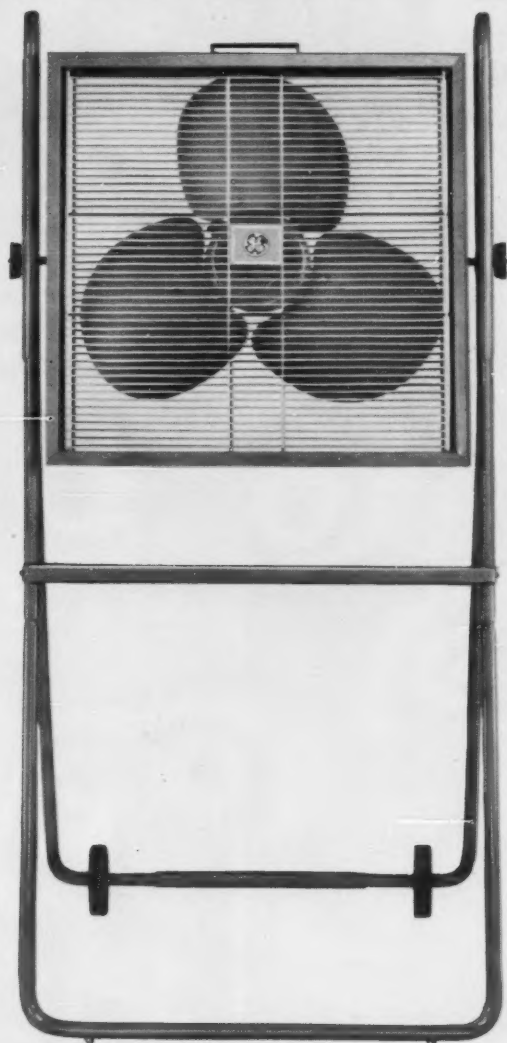
Retain this ad to remind you to call your distributor today! Quantities are *limited!*

General Electric Company, Automatic Blanket & Fan Department, Bridgeport 2, Connecticut.



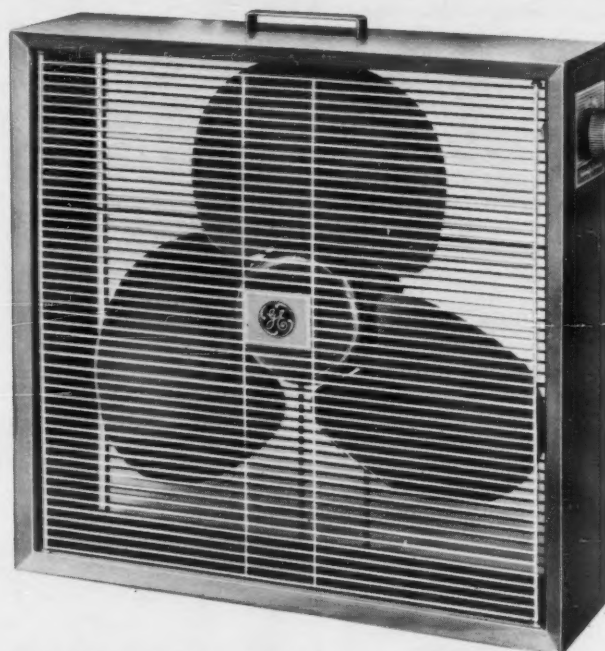
### Special 20-inch Portable Fan—W-16

- Powerful! 2 speeds and off. Protective grill guards front and back
- Weather-protected motor factory-oiled for life of fan.
- New spruce blue with white grills • Crisp trimline styling.



### 20-inch Special Roll-Around Fan—P-5

- Most versatile of all fans! Rolls easily anywhere. Adjustable height! Adjustable tilt!
- Two speed pushbutton control • Factory-oiled for life of fan • Crisp new styling in cool spruce blue with white grills • Trimline styling.



### Special Electrically Reversible 20-inch Portable Fan—W-17

- It's electrically reversible with two speeds each way • Convenient control knob. Can be used in most sash windows—mounting bar available as accessory • Factory-oiled for life of fan • New Trimline crisp styling in new spruce blue with white grills.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

**SEE GENERAL ELECTRIC FANS AND COOLERS AT THE HOUSEWARES SHOW**



## Here's What's New In Majors

CONTINUED FROM PAGE 3

**Temco Electronics and Missiles Co.**—Up to now strictly an aircraft and missile manufacturer—is diving head first into the appliance market place with a disposer and dishwasher. The company, a subsidiary of Ling-Temco Electronics, Inc., Dallas, will market its appliances through department stores and appliance dealers. Right now, it's working to set up distributors to take care of dealer sales.

Prototypes of the two kitchen units will be on display in the Temco hospitality suite, fifth floor of the Conrad-Hilton Hotel. No production lines have been set up yet, and it will be at least March before Temco can deliver.

Though the company hasn't released details on the new models, here are some general specs:

The disposer, an economy model, will be marketed on price alone.

The dishwasher is a new design—not built-in, not portable, but "transferable." Aimed at people who rent or move often, the unit will be priced at around \$200. **Conrad-Hilton Hotel.**

**Crown** is bowing two gas ranges, one 30-inch (see picture at right) and one 36-inch. Both are deluxe, squared-off models, with four-hour timers, oven controls that will hold as low as 140 degrees, slide-out broilers and automatic oven and burner ignition. **Space 1176.**

**Speed Queen** has some specials on

automatic washers, dryers and a top wringer washer, Model 80.

Also on tap at Speed Queen's space is its new "Compact-Combo," which is 25½ inches wide. Though the unit has never been to market before, it's out to Speed Queen dealers. **Space 1160.**

**Sunray** will have nothing new to show, but will feature some specials on its line of gas ranges. The company plans to bow its new line at the June Market.

One thing to check at the Sunray space: the "DecoRange," introduced in hand-made versions at last year's Market. **Space 1178.**

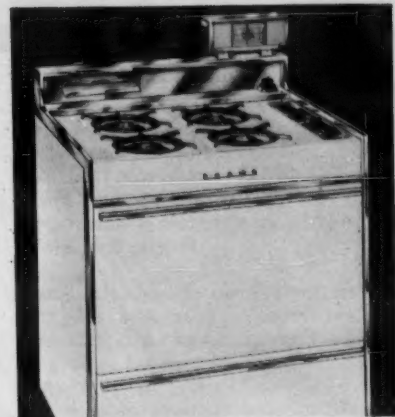
**Ben-Hur** will show its already-introduced 1961 line of freezers and combo refrigerator-freezers. Only two of the models are new this

year: a 17-cu.-ft. frostless freezer and a 16-cu.-ft. combo that features a 9.5-cu.-ft. freezer.

Still in the Ben-Hur line, and sure to be spotlighted at the Markets, are the 22-cu.-ft. "Duet" combo with self defrost and the 12-cu.-ft. leader freezer. **Space 11-114.**

**Heil-Quaker** will hoopla its new Crestline series of automated gas furnace heaters. The units, designed to look like stereo sets, have a sectional furnace heat exchanger that gives counterflow circulating heat without ducts.

Other features on the series, available in models that give 35,000 Btu, 50,000 Btu and 70,000 Btu: Two-speed thermostatically controlled blower fan, porcelainized moisture control humidifier and two-color finish. **Space 1147.**



**CROWN STOVE WORKS** will show this new 30-inch deluxe gas range with four-hour timer, center simmer dual top burners, Flame-Master oven heat control and slide-out broiler.

# TODAY'S BIG HEADLINER!

**ROPER**

"AMERICA'S FINEST GAS RANGE"

**OFFERS LOW PRICES**

Starting at only \$83 for promotional models, Roper puts you in a perfect competitive position.

**UPGRADES QUALITY**

The finest in materials and workmanship is assured by a comprehensive quality-control program.

**EXPANDS LINE**

For 1961, Roper offers a complete line of free-standing, slide-in and built-in models.

**ADDS FEATURES**

The latest Roper automatic features make cooking an effortless pleasure.

**OFFERS PROFIT-ability**

Roper's new PROFIT-ability PLAN will prove to be a real money-maker for you! Find out now!



Model D59F39

## ANNOUNCES 1961 MODELS

Roper's brilliant new 1961 line includes a gas range to exactly meet every cooking need... from the magnificent \*CHARM\* to compact apartment model. For fast sales with full mark-up, feature Roper's new gas ranges. Mail coupon today!

Geo. D. Roper Sales Corp., Dept. E.M.  
2207 W. Station Street, Kankakee, Ill.  
Rush information about the 1961 Roper line and details of your new PROFIT-ability PLAN.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**GEO. D. ROPER SALES CORP.**  
A Subsidiary of Geo. D. Roper Corporation  
KANKAKEE, ILLINOIS

**Inventory running low? When this happens...**



CALL 987

**GraybaR**  
FIND US FAST IN THE YELLOW PAGES



# WHODUNIT?

**WHOTOOK** a look at incentive programs for air conditioning dealers...and came up with a dandy new one that makes selling pleasurable as well as profitable?

**WHOFIND** a new way to make room air conditioners cool more space without extra noise...and produced a glamorous new line that delivers billows of air to the farthest corners of the room—more quietly than ever before possible?

**WHOTACKLED** the question of what to do with an air conditioner in winter...and designed an exclusive Weather Seal that ends the need for covering or removing the unit?

**WHOSOLVED** the problem of super-fast mounting . . . by designing a kit—not for just one unit—but for two complete lines?

**WHOBROKE** the capacity barrier...and developed a new unit that delivers 28,000 BTUH—yet's as quiet as units half the size?

**WHODUNIT?** Chrysler. You'll get all the facts January 30th when the case for Chrysler Room Air Conditioners for '61 is presented.



## BROWN GOODS: Look For These Developments

CONTINUED FROM PAGE 2

**General Electric's first entry** in its 1962 television line—a 19-inch portable with a suggested list of \$159.95—will be introduced at the Show. The leader model (M202-WGN) comes in two colors, has a cabinet of high-impact polystyrene, top controls, luggage-type carrying handle, a monopole antenna, uses a 114-degree picture tube and a full-power transformer chassis. The stepup comes in three color combinations, has a dipole antenna and a rigid chrome carrying handle.

Three radios—an all FM table model, a new clock radio and a transistor portable—will be added to G-E's line. The FM table radio (model T185) carries a suggested list of \$39.95; the clock radio (model C433) comes in at \$36.95; the transistor portable (model P795) uses five transistors and a diode, has a four-inch speaker, will have a list of \$29.95. Space 1117.

**RCA Victor will roll out** 12 new color television models and 15 new black-and-white receivers. The big deal in the new color models will be the "New Vista" tuner and chassis refinements, which RCA claims will improve performance and ease service problems in fringe and difficult reception areas. Suggested list price on the new color models starts at the familiar \$495.95 for Model 211-CB-39, a front-tuned, front-sound table model in textured black finish.

All RCA's new monochrome models are 23-inch sets and all but two will feature the "New Vista" tuner.

Model 231-B-60, which features the "Long-Range" tuner, will be available in four grained finishes and carries a suggested list of \$199.95 for ebony in the East. Remote control boosts suggested list prices on the new models another \$60. Space 1154.

**DuMont-Emerson won't exhibit**, but DuMont will have four new television consoles in its Chicago showroom (4030 W. Wrightwood Ave.) during the Markets. And one set—a 27-inch lowboy with Danish styling in oiled walnut—marks DuMont's entry into a field which Magnavox has dominated. DuMont also has plans to ship direct. Price

on the 27-incher: \$450; with remote, \$550.

Three new 23-inch models are also being added to DuMont's line. Two are open-face consoles in traditional and contemporary styling, the third a lowboy. Price ranges: \$299-\$309.

**Reworking its 1961 television line**, Zenith will be showing 39 basic models (including 19 with remote tuning) and will be talking about a newly designed turret tuner (the Gold Video Guard).

**In stereo**, Zenith's offering will be three portables plus 12 stereo consoles. Five deluxe consoles will be

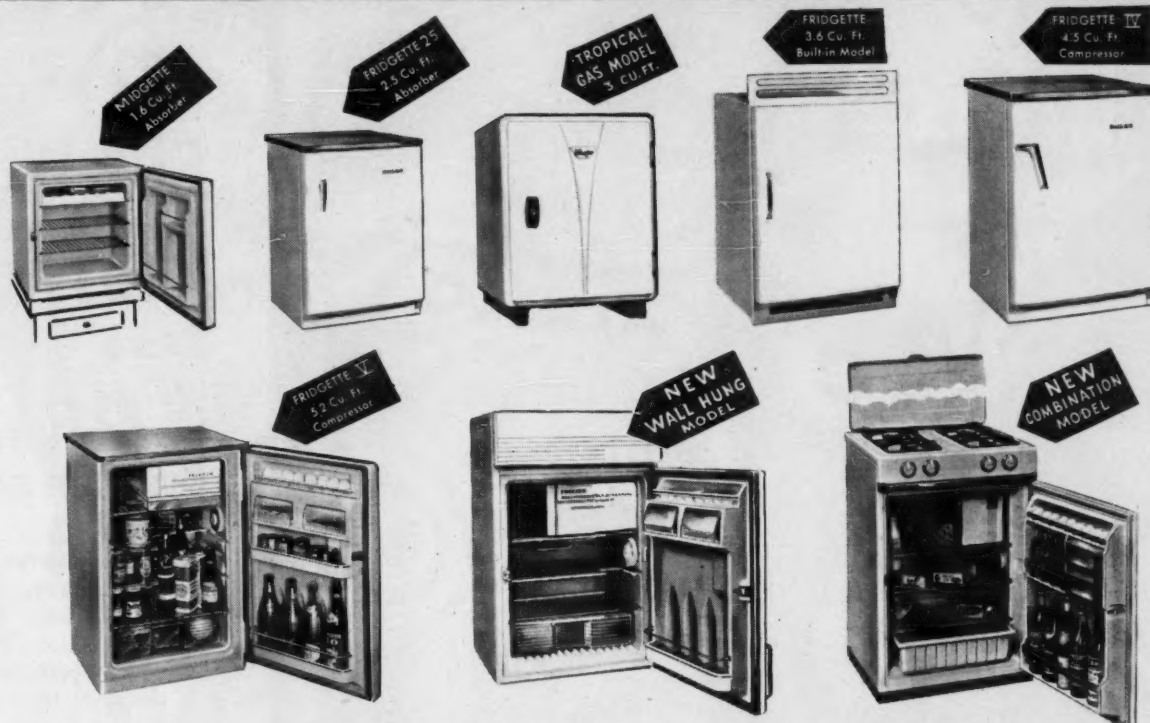
equipped for extended high-fidelity stereo and reverberation. New equipment—a "Stereo Professional" record changer—will be the big story here.

In both the new television and stereo lines, emphasis on fine furniture will continue. Zenith has 14 basic models in its "Decorator" group with a wide choice of cabinet colors and styles.

**Zenith claims** the new turret tuner, with its 104 gold contact points, will simplify servicing and eliminate calls for fine tuning circuit readjustments.

The new changer will be available in six console phonographs and one TV-radio-phono combination. Zenith has built into the changer a 45-rpm spindle which flips up at a touch. Space 1158.

## NOW YOU CAN SELL CUSTOM TAILORED REFRIGERATION BY UROPA FROM \$99.95 COMPRESSOR AND ABSORBER MODELS!



### ARE YOU GETTING YOUR SHARE OF THIS NEW MARKET?

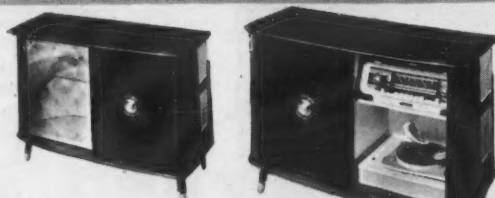
Cash in now on this huge new market—WITH BIG PROFITS. Sell tailor-made, Table-Top Refrigerators to everyone who needs to conserve space or who can use a Second Compact refrigerator. All models are attractively designed, luxuriously equipped. YET BUDGET PRICED.

**UROPA IS BY FAR AMERICA'S LEADING SUPPLIER OF COMPACT REFRIGERATORS.**

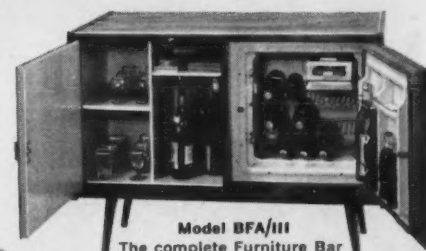
Additional Models available.

**DISTRIBUTOR and Sales Rep. inquiries invited.**

REFRIGERATION IN GENUINE WALNUT AND MAHOGANY WOOD CABINETS



AND NOW A FULL LINE OF KEY STEREO MODELS BY UROPA AT THE LARGEST PROFIT MARGIN IN THE INDUSTRY



**Model BFA/III**  
The complete Furniture Bar Fridge... Refrigeration plus bottle and glass storage, all in one handsome piece of furniture.

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TEL LONGACRE 3-1640

see us in *Chicago* at the International Home Furnishings Market, January 6th through 14th, at the MERCHANDISE MART. Space 1155.

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NEW PRODUCTS—NEW SALES  
THIS SECTION CAN BE  
ECONOMICALLY USED FOR:  
MORE SALES—MORE PROFITS

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

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RATES—ON REQUEST

**LIFSCHULTZ**  
**FAST FREIGHT**  
FASTEST TO BOTH COASTS!



2nd DAY SERVICE  
between NEW ENGLAND STATES  
and CHICAGO

Specify LIFSCHULTZ  
and Be Sure It's On Time!

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE

*Never too much or too little heat  
...as moisture decreases  
the heat decreases, then  
at "dry enough" the  
dryer shuts off.*



HD-91 electric model  
HD-96 gas model

# IT'S EASIER TO SELL RCA WHIRLPOOL CLOTHES DRYERS

because only the new RCA WHIRLPOOL has Modulated-Heat\* and Master-Touch\* Control for most gentle, softest drying!

**Sell the features women understand!** Simplified, carefree, gentle, soft, safe and fast drying is not only *understood*, but *wanted* by every homemaker. RCA WHIRLPOOL Dryers make it easy to prove and sell this kind of performance. Modulated-Heat is the reason! At the start of drying, when there is more moisture, there's more heat. As moisture is removed, the heat diminishes. It's just that simple, but it's a powerful sales tool to sell RCA WHIRLPOOL Automatic Dryers—in either gas or electric models. Have your RCA WHIRLPOOL distributor tell you about the many other RCA WHIRLPOOL Dryer features that put real sell in your selling efforts.

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

\*Tmk.



**Whirlpool**  
CORPORATION  
ST. JOSEPH, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers  
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

\*Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



# Why Dealers Dislike Reverb...

CONTINUED FROM PAGE 8

## EAST ...

**New York City:** "Who needs it? Reverb comes in on high end only and who's selling high end? No factory promotion. Nobody has ever heard of it."—A spokesman for Heins & Bolet.

"It just hasn't gone over this past year," echoes Bernie Lesser of White Electric. "We can't sell anything for over \$300."

**Glendale, Pa.:** "Reverb is hard to demonstrate—tricky. Makes some records, all vocals sound bad," reports suburban Philadelphia dealer Joe Whelan of Gerhard's.

**Norwalk and Westport, Conn.:** "To this day I have yet to hear a customer ask about it. No manufacturer or distributor promotion."—Don Quint, part owner of two Towne Television, Inc., stores.

**Bridgeport, Conn.:** dealer Bob Lederer says, "We have reverb but it is confusing to average customer and hard to demonstrate."

**New Haven, Conn.:** "We ignore it completely. We have it if they ask for it, but customers are already confused enough when they come in."—Sal Prisco of Prisco Electric.

## SOUTH ...

**Rocky Mount, N. C.:** NARDA director Frank Low Jr. affirms, "We play it down. It's a gimmick."

**Atlanta, Ga.:** "Reverb is just a gadget and I don't believe in it myself. I never did get advertising backing from my distributor. Nobody has ever heard of it."—Bob Shelly, owner of Bob Shelly Appliances.

"We thought at first that reverb might be big. But it's just a gimmick and not highly demonstrable."—John Woody, buyer for Davison-Paxon Co.

## MIDWEST ...

**Chicago, Ill.:** Ray Powers, manager of Crittenton's, Inc., complains, "Reverb? That stuff is so dead they ought to put out a pamphlet just to remind people that it was once on the market."

"It's a dog," says Steve Benzik. "People don't ask for it; it isn't moving when they do ask for it, and you can't demonstrate it."

King Boyd, appliance merchandise manager of Wieboldt's eight-store chain, agrees that there is a total lack of customer interest in it.

**Evanston, Ill.:** Ed Allen, buyer at Becker TV, found supplier enthusiasm but says reverb is not a demonstrable feature.

**Waukegan, Ill.:** "Reverb in a good unit just distorts things."—Dealer Gus Petropoulos.

**Milwaukee, Wis.:** "Reverb is probably here to stay, but it means nothing," says Herb Wilk of Samson's, who also finds reverb hard to demonstrate.

**Cleveland, Ohio:** One dealer, at Roby TV and Radio says he had to push reverb down the throat of one of his customers because the furniture the customer wanted came only with reverb and he was unhappy about having to take it.

Gordon Howard at Halle's reports that reverb is not a factor in stereo sales. He feels there is absolutely no consumer demand for it. Halle's does not push it hard. Ralph Nielson at Harmon-Nielson agrees.

**Detroit, Mich.:** "Complaints of an

unrealistic sound sums up the opinion of everyone who has heard reverb."—Dealer Ed Adams.

A spokesman for a statewide chain of appliance stores says, "We have absolutely no market for reverb because of price." And a department store buyer agrees that high price hampers reverb.

**Flint, Mich.:** "My salesmen are not pushing reverb," says Stuart Greenly, owner of an appliance chain. "We are over-confusing the public by constant innovations in stereo."

## WEST COAST ...

**Los Angeles, Calif.:** "I think reverb

gives a muffled effect and distorts true stereo tone quality. I don't see how it's going to be of any help in selling stereo."—Thomas Crosson, general manager of Platt's.

"It's just another gadget that adds to the servicing requirements."—Louis Schutty, owner of Chaffee's.

**San Francisco, Calif.:** "When our customers hear that reverb will cost them extra, they don't want it."—Henry Sanchez, owner of Dave's TV.

**Los Altos and Sunnyvale, Calif.:** "Reverb just adds confusion."—Spokesman for Nelson's TV and Appliances.

## NORTHWEST ...

**Seattle, Wash.:** "Reverb kills more sales than it makes."—Dealer Ward Davison.

"A real music lover wouldn't be interested in one."—Floyd Giles of Frederick and Nelson Department Store.

"I defy anyone to tell the difference with or without reverb."—Dealer Fred R. Mast.

## SOUTHWEST ...

**Dallas, Tex.:** "The added cost of reverbation makes the difference. It isn't moving."—Dealer B. B. Welborne.

"We are not pushing it."—Dealer Duke Doyle.

And Charles Ames, president of High Fidelity Associate Stores, puts it this way: "Our customers turn up their noses at reverb."

## FROM THE WORLD'S LEADER IN COMBINATIONS



**TV-  
RADIO-  
PHONO**

**HOME  
ENTERTAINMENT  
CENTER**

**24995**

SLIGHTLY HIGHER  
SOUTH AND WEST

### NEW VALUE-PACKED SALES MAKER!

- Full quality, full profit in a brand new combo leader!
- Brilliant TV • Powerful AM Radio • Deluxe 4-speed Automatic Phono, Stereo-Equipped!
- Hand-wired power transformer chassis!
- Direct-drive radio tuning!
- Contemporary styling... Grained Oak, Grained Mahogany finishes!

### MORE NEW TV PROFIT MAKERS!

- New promotional 19" portables and table models!
- New promotional 23" TV table models, consoles and combinations!
- World's widest line of decorator-styled 6-Way TV-Stereo-Radio combinations! • Modern, Traditional, Early American, Oriental, Provincial stylings, in Mahogany, Oak, Maple, Walnut, Ebony, Cherry.

\*Diagonal measure

**Olympic**

DIVISION OF THE SIEGLER CORPORATION

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING • GOOD HOUSEKEEPING • EBONY • N. Y. TIMES MAGAZINE • "THIS WEEK" SUPPLEMENT  
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leader in Combinations • TV • Stereo Hi-Fi • Radios • Phonographs

SEE OLYMPIC  
AT THE CLUB HOUSE,  
CONGRESS HOTEL  
Chicago, Every Day,  
Jan. 6 through 12

# Remember how good t



IMPERIAL 14

IMPERIAL 16

## Outstanding...in Quality, Features, Design

The "Imperial 14" with Magic-Matic Moist Cold Refrigerator and true Zero-Zone Freezer • Refrigerator Section with Automatic Defrost • Special Storage Door plus many other "Convenience" Features • Freezer Section is completely insulated and sealed from rest of cabinet • Big family 110 lb. capacity • Styled with "Built-In" Look • Lifetime Compressor Contract

The All Frost Free "Imperial 16"... the finest of its kind... with Separately Refrigerated and Separately Insulated "Frost Free" Refrigerator and "Frost Free" Freezer • All Food in sight and Easy Reach • Swing Out Shelf, Crisper and Basket • Storage Door for Maximum Convenience • Beautiful Straight Line Design • Every Feature American Homemakers "Want Most" • Lifetime Compressor Contract

# THE MARQUETTE CORPORATION

MINNEAPOLIS 14, MINNESOTA



CHEST FREEZERS

UPRIGHT FREEZERS

WRITE OR WIRE FOR FULL INFORMATION... MARQUETTE - ZENITH... FRANCHISE



# he appliance business USED TO BE?

***it still can be good for you!***



Remember the days when more sales meant more profit? When every time you made a sale there was money in it for you? When you could put an appliance on the floor at a selling price you could be reasonably sure would not be undercut on the same brand by a competitor down the street?

Those days needn't be just a memory. The appliance business still *can* be good — and profitable for *you*.

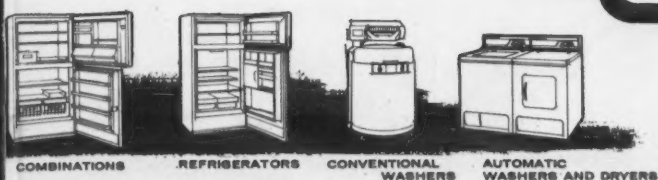
The Marquette-Zenith "protected profit" plan offers *you* a new approach to today's competitive appliance selling. It's tailored exclusively to *your* operation — to help *you* make a fair profit on every sale.

## SWITCH TO MARQUETTE-ZENITH "PROTECTED PROFIT" SELLING

- ① Exclusive Brand Franchise for **YOU** on which you control your own prices, and profit.
- ② No dealer down the street can undercut **YOUR** price on the same brand.
- ③ **YOU** get all new 1961 appliances with exclusive features and lower prices because of our low overhead and streamlined distribution costs.
- ④ **YOU** can now compete with mail order and discount house operation and still maintain a "Protected Profit."
- ⑤ **YOU** make your own specials from your own regular line — no duplication of dollar investment.
- ⑥ Free Floor Planning at no extra cost.
- ⑦ All products shipped direct to **YOU** in one car . . . Appliance warehouses strategically located throughout the country to serve **YOU** for less-than-carload shipments.
- ⑧ **YOU** purchase only the models and sizes that sell in **YOUR** local market . . . "No Package Deals."
- ⑨ **YOU** run your own business . . . Merchandise to suit **YOUR** local market.
- ⑩ **YOUR** appliances made and shipped from America's Most Modern Factories.
- ⑪ All **YOUR** appliances carry Good Housekeeping, Underwriters Laboratories, and Canadian Standards Approval.
- ⑫ Switch to the line that gives **YOU** a program that fits **YOUR** plan and returns to **YOU** a "Protected Profit."

**MARQUETTE-ZENITH**  
Protected Profit  
Plan

**SEE US IN OUR NEW  
ENLARGED SPACE...1198** MERCHANDISE  
MART



DIVISION, 314 EAST HENNEPIN, MINNEAPOLIS 14, MINNESOTA . . . FEderal 9-9121

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visit **Quicfréz**  
at the January Market  
in either space ...  
**1166 Merchandise Mart**  
**544-A Furniture Mart**

- NEW Upright Models
- NEW Chest Models
- NEW Refrigerator-Freezer Combinations
- NEW Recessed Twins

The Quicfréz freezer line for '61 has everything: dazzling new styling, sound engineering, dependability and the exciting, above-average profit margins that are rapidly bringing Quicfréz to the forefront in freezer merchandising. Here's a complete line that's all new: Upright freezers from 9.0 to 21.7 cu. ft.; Chest freezers from 16.0 to 22.9 cu. ft.; Sensational new refrigerator-freezer combinations and newly designed Recessed Twins. Don't miss out on the industry's most exciting ... most profitable line of freezers and refrigerators. Use the coupon for complete information ... today

**Quicfréz inc.**

FOND DU LAC, WISCONSIN

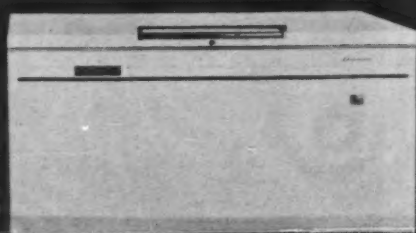
QUICFREZ, INC., Dept. EMW-1-61  
Fond du Lac, Wisconsin

Please rush, without obligation,  
complete information on the new  
Quicfréz line for '61

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Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





## A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	HOW THEY COMPARE
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	107	108	125	14.4% down* (Sept. 1960 vs. Sept. 1959)
<b>RETAIL SALES</b> total (\$ billions)	18.5	18.0	18.3	1.1% up (Sept. 1960 vs. Sept. 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	313	317	359	12.8% down (Sept. 1960 vs. Sept. 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	278	277	288	3.4% down (Sept. 1960 vs. Sept. 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	28	19	32	12.5% down (Oct. 1960 vs. Oct. 1959)
<b>HOUSING STARTS</b> (thousands)	109.9	102.3	123.3	10.8% down (Oct. 1960 vs. Oct. 1959)
<b>AUTO OUTPUT</b> (thousands)	131.3**	135.3**	152.4**	13.84% down
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	357.5	354.1	338.5	5.6% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	29.0	25.2	22.5	28.8% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
<b>EMPLOYMENT</b> (thousands)	67,490	67,767	66,831	1.0% up (Oct. 1960 vs. Oct. 1959)

\*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).

\*\*Figures are for week ending Dec. 17, 1960, and preceding week (revised).

+Figures are for quarters.

+ +Federal Reserve Bulletin figures (revised).

## A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
<b>DISHWASHERS</b>	Oct.	41,600	50,600	-17.79
	10 Mos.	462,100	424,500	+ 8.86
<b>DRYERS, Clothes, Electric</b>	Oct.	94,399	110,834	-14.83
	10 Mos.	632,779	719,877	-12.10
Gas	Oct.	57,522	68,835	-16.43
	10 Mos.	344,946	370,218	- 6.83
<b>FOOD WASTE DISPOSERS</b>	Oct.	60,200	83,200	-27.64
	10 Mos.	615,400	643,800	- 4.41
<b>FREEZERS</b>	Oct.	68,500	89,600	-23.55
	10 Mos.	944,200	1,077,300	-12.35
<b>PHONOGRAPH SHIPMENTS</b>	Sept.	531,288	480,184	+10.64
	9 Mos.	3,048,546	2,521,788	+20.89
<b>PHONOGRAPH RETAIL SALES</b>	Sept.	380,499	390,543	- 2.57
	9 Mos.	2,822,223	2,426,598	+16.30
<b>RADIO PRODUCTION (excludes auto)</b>	Week Dec. 16	235,860	242,071	- 2.57
	50 Weeks	10,469,304	9,793,983	+ 6.90
<b>RADIO RETAIL SALES</b>	Sept.	1,102,092	928,457	+18.70
	9 Mos.	6,348,421	5,285,878	+20.10
<b>TELEVISION PRODUCTION</b>	Week Dec. 16	98,083	142,011	-30.93
	50 Weeks	5,607,050	6,169,029	- 9.11
<b>TELEVISION RETAIL SALES</b>	Sept.	620,810	684,773	- 9.35
	9 Mos.	4,100,541	3,811,754	+ 7.58
<b>REFRIGERATORS</b>	Oct.	244,200	329,600	-25.91
	10 Mos.	2,899,700	3,236,500	-10.41
<b>RANGES, Electric, Standard</b>	Oct.	75,600	74,200	+ 1.89
	10 Mos.	714,300	781,500	- 8.60
Built-in	Oct.	52,300	69,200	-24.42
	10 Mos.	564,800	613,800	- 7.98
<b>RANGES, Gas, Standard</b>	Nov.	141,000	159,600	-11.65
	11 Mos.	1,695,200	1,854,400	- 8.58
Built-in	Oct.	30,800	34,700	-11.24
	10 Mos.	290,900	290,100	+ .28
<b>VACUUM CLEANERS</b>	Oct.	290,059	330,899	-12.34
	10 Mos.	2,778,045	2,836,882	- 2.07
<b>WASHERS, Automatic &amp; Semi-Auto</b>	Oct.	247,338	282,415	-12.42
	10 Mos.	2,160,642	2,475,487	-12.72
Wringer & Spinner	Oct.	58,470	91,720	-36.25
	10 Mos.	614,737	780,857	-21.27
<b>WASHER-DRYER COMBINATIONS</b>	Oct.	13,062	24,798	-47.33
	10 Mos.	131,957	165,352	-20.20
<b>WATER HEATERS, Electric (Storage)</b>	Oct.	*49,200	65,100	-24.42
	10 Mos.	*567,000	708,000	-19.92
<b>WATER HEATERS, Gas (Storage)</b>	Nov.	162,900	199,100	-18.18
	11 Mos.	2,470,600	2,760,700	-10.51

\*Preliminary

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

JANUARY 9, 1961

## IT SELLS ON SIGHT!

EVERYBODY WANTS ONE



THE NEW MARVELOUS

*Modernique* by *Monarch*  
WALL OVEN RANGES SINCE 1896

- ★ Exclusive Two Oven Capacity in a single oven range! Full-height oven You BAKE ON TWO RACKS (6528 cu. in.)
  - ★ Exclusive, Unique "Look-Thru" Mirror Door!
  - ★ "Slide-Out" surface unit drawer for tidier kitchen!
  - ★ MONARCH Makes them in popular 30 and 36 inch sizes!
  - ★ Easy "take-out" oven sides for stand-up cleaning at your sink!
- The "Modernique" by Monarch—designed with the dealer in mind. Easier to sell, install, service—AND—profit from.

For Complete Information about our Protected Dealer Franchise, write . . .

**MONARCH RANGE CO.** 3811 LAKE STREET  
BEAVER DAM, WISCONSIN

# REVCO

Invites you to  
visit the exciting  
**TREND-SETTING  
KITCHENS CENTER...**  
and see the new

**RC-177 COMBINATION  
REFRIGERATOR-FREEZER**

with exclusive new

**AIR STREAM  
COLD CONTROL**

No frost ever in the  
refrigerator...  
No frost ever in the  
freezer...

Foods stay at peak of flavor  
and freshness with  
no temperature fluctuations.

6106

Trend-Setting Kitchens Center  
**1137 MERCHANDISE MART**  
REVCO, Inc., Deerfield, Michigan



PUSH THE KEY TO FULL PROFIT SALES

# DEXTER QUICK TWIN

Your profit can't be well-protected on a type of washer which offers only about the same level of basic performance as a lot of the competition does. But Dexter Quicktwin profits can be protected, because no other type of washer can get really dirty clothes so new-clean without bleaching, and no other type is anywhere near so fast. The Quicktwin is not just for "outsized" families. Small families also find it far more satisfactory than an automatic because it gets clothes cleaner

and costs so much less over a period of years. Dexter's free "revert insurance" enables you, without risk, to advertise the Quicktwin on a satisfaction or money back basis.

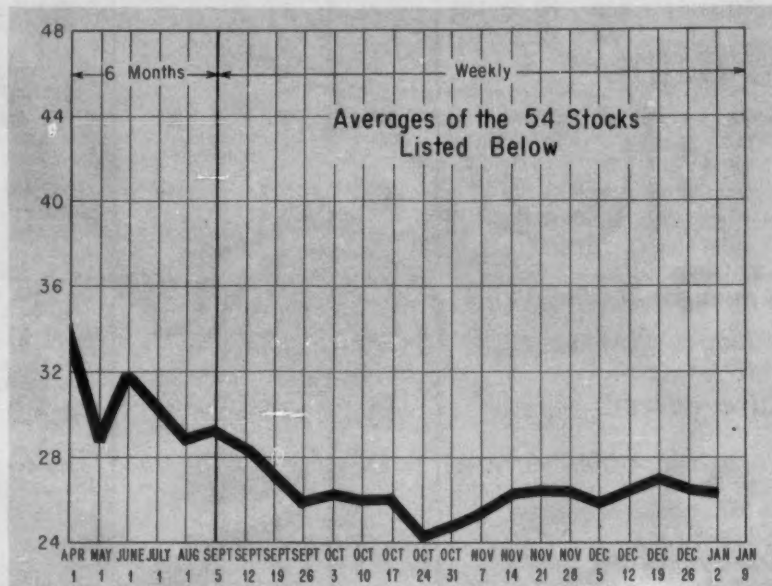


Four handsome Dexter Quick Twins and twelve beautiful "conventional" models let you sell in any price range. See your Dexter Distributor or write Dexter.

**DEXTER**

Fairfield, Iowa

**TAKING STOCK** A quick look at the way in which the stocks of 54 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS		1960		CLOSE DEC. 23	OPEN DEC. 30	NET CHANGE
		HIGH	LOW			
<b>NEW YORK EXCHANGE</b>						
Admiral		23 7/8	10	11 1/8	10 3/4	- 3/8
American Motors 1		29 1/2	17 1/2	18 1/8	17 1/8	- 1/4
Arvin Ind. 1		27 1/2	16 3/4	22 3/8	22 3/8	+ 1/4
Borg Warner 2		48 1/2	31 7/8	35 1/2	35 3/8	- 1/8
Carrier 1.60		41 3/4	27 1/8	33 3/4	33 1/4	- 1/2
CBS 1.40B		45 1/4	34 5/8	37	37 1/8	+ 1/8
Chrysler 1		71 7/8	38	38 1/2	38 3/8	+ 1/8
Decca Records 1.20		39 3/4	17 3/8	38 1/2	39 1/2	+ 1
Emerson Electric 1		50	33	51 1/2	50 3/4	- 3/4
Emerson Radio .50F		22 1/2	11 1/8	11 3/4	11 1/8	- 5/8
Fedders 1		20 3/8	15 5/8	16 1/2	17 1/8	+ 5/8
General Dy. 1.75E		53 1/2	33 1/2	40 3/4	39 1/8	- 1 1/8
General Elec. 2		99 7/8	70 1/4	73 1/2	75 1/2	+ 2
General Motors 2		55 7/8	40 1/4	40 1/2	40 5/8	+ 1/8
General Tel & El .76*		34 1/8	24 3/4	27	27 3/8	+ 3/8
Hoffman Elec. 45P		30 1/4	15	16 7/8	16 1/2	- 3/8
Hupp Corp. .37T		13 1/4	6 3/4	8 7/8	9 1/4	+ 3/8
Magnavox 1		55	31 3/4	47 7/8	48 1/4	+ 5/8
Maytag 2AXD		44 1/2	31	39	38 1/2	- 1/2
McGraw-Edison 1.40		45 3/4	28	31 1/4	31	- 1/4
Minn. M&M .60		88	60	74 7/8	74	- 3/8
Montgomery Ward 2		55 3/8	25 1/2	27 3/4	27 7/8	+ 1/8
Monarch .30E		19 7/8	11 3/4	13 3/8	13 1/4	- 1/8
Motor Wheel 1		23 1/4	11	12	12	-
Motorola 1		98	60 1/2	75 1/4	76	+ 3/4
Murray Corp.		29 1/8	24 5/8	27 1/4	26 3/4	- 1/2
Philco 1/4G		38 1/4	16	18 5/8	18 1/8	- 1/2
RCA 1B		78 3/4	46 1/2	53 1/2	52 3/8	- 1 1/8
Raytheon 2.37T		53 3/8	30 1/4	35 5/8	35 1/2	+ 3/8
Rheem .60		28 7/8	12	14 3/8	14	- 3/8
Ronson .60		13 3/4	9 3/4	12 7/8	12 3/4	- 1/8
Roper 6D		21 1/2	14 1/8	17 1/2	17	- 1/2
Schick		16 3/4	7 3/4	8 1/2	8 1/2	-
Siegler Corp. .40B		43	23 3/8	29	27 7/8	- 1 1/8
Smith A. O. 1.60A		53 3/8	29 3/4	32 1/4	32	- 1/4
Sunbeam 1.40A		64 1/2	48 1/2	52	52	-
Welbilt .10G		7 7/8	4	4 1/4	4 3/8	+ 1/8
Westinghouse 1.20		65	45	50	49 3/4	- 1/4
Whirlpool 1.40		34 7/8	22	28 3/8	28	- 3/8
Zenith 1.60		129 3/8	89 1/8	100 1/8	99 5/8	- 1/2
<b>AMERICAN EXCHANGE</b>						
Casco Pd. .35E		10	6 3/4	10 1/4	10 1/4	-
Century Elec. 1/2		9 7/8	5 7/8	5 7/8	5 7/8	-
Herold Rad.		7 7/8	1	1 3/8	1 1/8	- 1/4
Ironrite .25T		10 1/2	6	6	6 1/8	+ 1/8
Lynch Corp. (Symphonic)		15	8 1/4	9 3/8	8 3/4	- 5/8
Muntz TV		6 1/2	3 1/2	4 1/4	4 5/8	+ 3/8
National Presto		12 3/8	10 5/8	13 3/8	13 3/8	-
Nat. Un. Elec. (Eureka)		3 7/8	1 3/4	1 7/8	1 3/4	- 1/8
Proctor-Silex		9 7/8	5 1/2	5 1/2	5 1/2	-
Republic Trans.		6 1/4	3 5/8	4 3/8	4 5/8	+ 1/4
Telectro Ind.		21 3/8	11 1/8	12 3/4	12 3/8	- 3/8
<b>MIDWEST EXCHANGE</b>						
Knapp-Monarch		-	-	5 7/8	5 1/2	- 3/8
Travler Radio		-	-	6 3/4	6 3/4	-
Webcor		-	-	9 1/4	9	- 1/4

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. \*Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

**ANALYSIS:** The 54 key issues on the EM Week chart closed the year on the down side. After 12 months of trading in a year that cannot be classified as a good one along the street, the stocks charted above failed to produce any exceptional or dramatic gains but rather proceeded for the most part in a staccato of fractional gains and losses.

The year 1960 closed with the average of 26 1/4 which was well off the opening figure of last January but it should be noted that in recent weeks the market has made a definite adjustment and now appears to be on the upgrade. Consequently, experts are looking at 1961 as a plus year, with the 1960 disappointments being gradually corrected.



# IN FREEZERS FOR '61 THE NEWS IS ALL Manitowoc



## MANITOWOC Model CG-220

Exclusive FLOWING COLD refrigeration; Exclusive WRAP-AROUND freezing — in the most popular 10-and-10 refrigerator-freezer capacity. Easily and safely stores enough food for a family of six or seven.

## MANITOWOC Model FGD-220

A 21.8 cu. ft. freezer with up to 100% MORE freezing surface than most 22 cu. ft. freezers. WRAP-AROUND FREEZING makes the difference! Freezes food all-around; not merely from the bottom up. Super sales-clincher — "FROST-AWAY" feature — provides easiest method of defrosting consistent with maximum standards of food preservation. Designed for good freezer management.



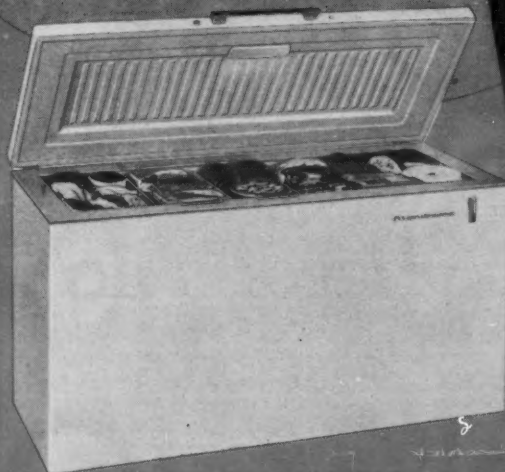
**NEW FULL LINE!** Bigger and better than ever! Five exciting Imperial Uprights; Four luxurious Imperial Refrigerator-Freezer combinations; Two spacious Imperial Chests. A type, size and capacity for every quality-minded family! And, all new for '61, three popularly sized refrigerators.

**NEW STYLING!** The smooth look of beauty! Manitowoc's got it—all-around—inside and out! Modern, straight-line, Imperial design, gadget-free for easier cleaning, smart selling appearance.

**NEW FEATURES!** Wrap-Around Freezing for uniform temperature throughout; Frost-Free Food without the expense of automatic defrosting; Adjustable and Removable Freezer Shelves in all upright and combination models; NEW "FROST-AWAY" DEFROSTING in three models, the easy, safe, sensible way to defrost. New, improved superfine fiberglass insulation; New built-in convenience and safety devices.

**NEW PROFIT POTENTIAL!** Your opportunity in freezers is greater with the line that gives you something really important and different to sell. The Manitowoc Imperial line for '61. No superficial features here. Backed by the biggest advertising and merchandising program yet! Plus—special slide film in-store or in-home presentations; sales training; powerful sales aids for food-plan dealers. MAKE MORE, KEEP MORE!

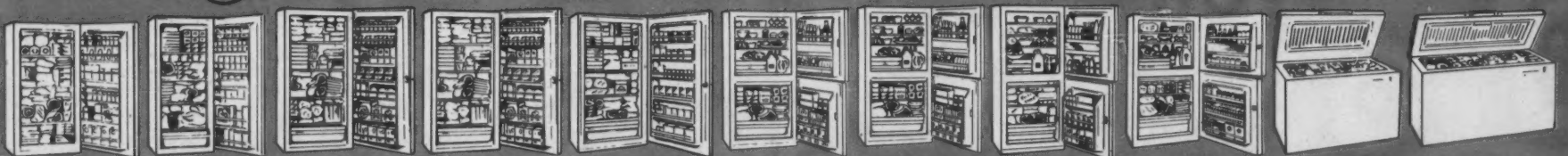
See Us at the  
Chicago Furniture Show  
Merchandise Mart—Space 1199.



## MANITOWOC Model FGC-170

This spacious 16-cu. ft. freezer provides more storage room than many competitive 18 cu. ft. uprights. Bonus storage in a space-saving cabinet. Wonderful for the average home or as a companion freezer for large families.

the MANITOWOC *Imperial line* ...all that's new...and different...and easier-selling...in refrigerators!



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**EASY** offers a realistic  
distribution concept  
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